THE INUKSHUK ANIK B PROJECT: AN ASSESSMENT

Submitted to:

Inuit Tapirisat of Canada
176 Gloucester
Ottawa, Ontario

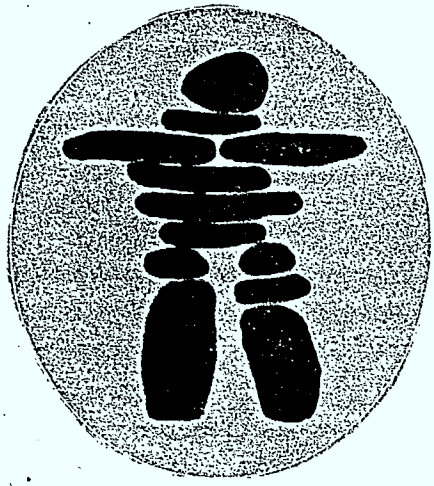
Prepared by:

Gail G. Valaskakis, Project Evaluator
Concordia University

Ron S. Robbins, Technical Evaluator
Department of Communications

Tom Wilson, Programming Analyst
Concordia University

October, 1981



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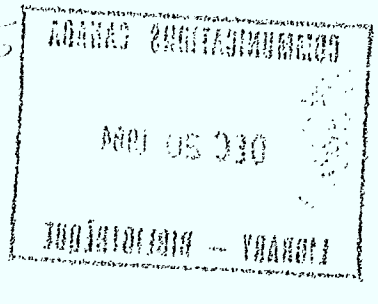
Our dream is to develop an Inuit communications system that will enhance the strength and dignity of our people. We can imagine, for example, our children learning the history and culture of their own people and own land through material prepared by Inuit educators and fed to schools via satellite. We can see nurses and nurses' aides in community nursing stations providing expert care to young and old through consultations via satellite with specialists in far-away hospitals.

We see community radio stations accessing extensive libraries of tapes of Northern songs and stories, and receiving instant news reports on issues of Northern concern. Many meetings will be held by tele-conference, with everyone staying put in his or her home community. The need to travel will be reduced, and people will spend more time with their families and attending to community affairs.



Quote from a paper
presented by
Inuit Tapirisat of Canada
Circumpolar Conference
Point Barrow, Alaska
1977

A Communication system anywhere should always be geared towards the people it's trying to serve. . .It should not destroy their culture or their traditional lifestyles. Any system that is set up, in any field, should be geared towards enriching those skills or traditions.

David Simailak,
Inukshuk Project
Director,
Inuktitut, November,
1980: 4

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INUKSHUK ANIK-B PROJECT: AN ASSESSMENT

EXECUTIVE SUMMARY

INTRODUCTION

When Inuit Tapirisat of Canada (ITC) was formed in 1971, one of its aims was improving communications to and among Inuit communities. In 1975, ITC established a communications programme to research the needs for improved communications for Inuit and to establish projects to meet those needs. In addition to stressing the need for new communications services, ITC has worked to change the structure of the communications systems in the North to better reflect the language, culture, and priorities of the Inuit served. They have repeatedly stressed the need for broadcast television in the North to include Inuit language and northern programming.

In 1977, ITC became aware of the ANIK-B Communications Programme. The ANIK-B satellite provided the technical capability for an interactive North-to-North broadcast network. ITC researched a feasibility study which clarified the relationship between ANIK-B technology and northern communications needs, and outlined the conditions under which a pilot project could test the relative merits of different communications systems for Inuit communities. The Department of Communications accepted the subsequent ITC project proposal and Treasury Board approved 3-year funding through the Department of Indian and Northern Affairs.

The Inukshuk Project included an experimental phase which

linked 6 communities in 3 Arctic Regions (with different time zones and dialects) into an interactive two-way audio, one-way video network; a widespread videotape distribution system; and the provision of Inuit-language material for both systems through training and production programmes.

The Project began in November, 1978 with a planning and training programme, followed by production and pre-test periods in preparation for the live satellite phase. Satellite transmission began September 29, 1980. It was originally scheduled to end February 17, 1981, but the Department of Communications subsequently approved an extension to May 31, 1981.

GOALS OF THE ANIK-B COMMUNICATIONS PROGRAMME

The Department of Communications proposed the ANIK-B Communications Programme to test the operational feasibility of new communications services which utilize 12/14 GHz satellite technology. The stated goals of the Project are discussed in relation to the Inukshuk Project.

1. Determine the viability of telecommunications services to meet identified public service requirements.

ITC proposed the Inukshuk Project to test varied end service modes to gain information on their relative effectiveness and cost in relation to meeting Inuit communication requirements. Because almost no Inuktitut television programming was available to Inuit prior to the Project and because the concepts of an Inuktitut television network and inter-active programming were new to the North, information related to these objectives was possible only through the extended "hands-on" experience provided by the ANIK-B Programme. Staff and participants assessed Project activities and conducted user surveys during the ANIK-B experiment. Their success was due to the Project's high profile and significant support in Inuit communities. Technical assessment and cost breakdown and projection were conducted at the end of the experimental phase. All data were applied directly to northern communication policy issues and developments. Presentations to the CBC, CRTC, Telesat, ITC Annual General Assembly, and others detailed Inuit communication needs in relation to information gathered during the Project, and proposed realistic approaches to new end service. As a result of

the Inukshuk Project, Inuit established the Inuit Broadcasting Corporation (IBC) and secured funding to produce Inuktitut television programming for the North. The IBC will establish and up-link to broadcast live northern programming. The network will broadcast through time released by CBC Northern Service. Long-term plans include the possibility of sharing a second satellite channel dedicated to the North.

2. Develop knowledge and expertise to better utilize 12/14 GHz satellite technology.

The Inukshuk Project experimented with equipment and broadcasting concepts which were new to the North and to Inuit. "Hands-on" experience was critical at all stages of Project implementation and operation. On the basis of this experience, a detailed technical assessment of equipment installation, operation, and effectiveness, was written by the Supervising Technician. This provides valuable information on systems design, testing, equipment installation, and operation under Northern conditions, and equipment effectiveness and breakdown. In addition, the Project reported on technical planning, community work and programming, in relation to the ANIK-B network. This information was applied directly to the pilot project and was incorporated in planning for end service to meet Inuit communication requirements. As a result, the ANIK-B Communications Programme provided a unique opportunity for Inuit to gain knowledge about the application and operation of 12/14 GHz satellite technology in the North.

3. Develop expertise and create awareness in user institutions

of the potential of telecommunications to deliver new services.

Continuing Inuit concern regarding communication services in the North established a demand for new services which could meet their requirements. This demand became more urgent with the provision of off-satellite television in the North. The ANIK-B Communications Programme provided the technology and programming for Inuit to experiment with significant new services: an Inuit television network, interactive one-way video, two-way audio network, and a videotape distribution system. As indicatd through user and viewer surveys, the experiment led to greatly increasd awareness by local, regional, and national organizations of the potential of telecommunications. As a direct result of the ANIK-B Programme, Inuit have established the Inuit Broadcasing Corporation to maintain Inuktitut television service in the North. In addition, the effective and consistent use of the inter-active network for local, regional, and national meetings increased Inuit awareness of telecommunications services which can substitute for travel.

4. To contribute to policy issues.

As part of the pilot project, the goals of th Inukshuk Project included influencing northern communication policy in regard to Inuit services. During the pilot project ITC made 3 important representations to CRTC, negotiated with CBC, and influenced communications programmes related to other Government agencies. As a direct result of the ANIK-B Programme, Inuit gained the experience, knowledge, training, production facilities, and credibility, to establish and secure funding for

the Inuit Broadcasting Corporation. The IBC represents a concrete outcome of the Inuit pilot projects of the ANIK-B Communications Programme.

Given the stated goals of the ANIK-B Communications Programme, the Inukshuk Project was a particularly successful and appropriate Project.

GOALS OF THE PROJECT

During the past 5 years, ITC has worked toward establishing new communications services in the North and changing the structure of the current communications systems to better reflect the language, culture, and priorities of the Inuit served. This continued concern motivated ITC to propose the Inukshuk Project under the ANIK-B Communications Programme, an experimental programme which established the conditions necessary to demonstrate and assess relevany distribution systems as viable and/or effective for communication to and among Inuit communities. The Inukshuk Project was proposed to further Inuit knowledge and experience in designing and operating communications systems to meet northern needs. In addition to implementing and operating different distribution systems, the Project required training and production facilities to provide Inuktitut programming for the pilot project. The stated goals of the Inukshuk Project and the manner in which each was achieved, follow:

1. Provide information to Inuit about issues relevant to their lives through the distribution of videotapes and films by local screening, broadcasts, etc.

Through the Inukshuk Project, 15 communities in the NWT acquired .75-inch videotape playback units. Linkages between these communities and the Project were established through individual Inuit. Inukshuk selected 107 videotape or film programmes which were relevant to Inuit, duplicated 10 copies of each and distributed them on a regular basis to the communities,

and to Labrador (through the Labrador Inuit Association) and to Quebec (through Taqramiut Nipingat Inc). Each community received an average of 90 videotapes, about 87 programmes of particular relevance. In addition, the Project established an ANIK-B network among 6 communities in the NWT. This provided 16.5 hours of Inuktitut programming each week for a period of 8 months.

2. Assist Inuit organizations to communicate with their people, both giving and receiving information, through the use of videotape and film.

Staffing and production components of the Inukshuk Project were designed to establish programming links between the communications systems and Inuit organizations on local, regional, and national levels. Community and Regional Co-ordinators and production stsff were highly successful in promoting and producing Inuktitut programming, with Inuit organizations. Forty-four local Inuit groups participated in inter-active meetings using the ANIK-B system, in addition to a variety of regional and national groups and some commercial users. Inukshuk staff also co-produced videotapes and films with Inuit organizations through training sessions and the Keewatin Regional Production Centre.

3. Train Inuit in the techniques of communicatig information and ideas to people through the use of videotape and film.

The Project included training programmes for Regional Co-ordinators and Production Centre staff; Training workshops for Studio personnel and Inuit involved in community-level co-ordination; and individualized training for community

film-makers. In addition, staff trained assistants and volunteers to use and maintain the ANIK-B system on a local level, and students were trained through the Project.

4. Train Inuit in film and Video production.

The Project included an 8-week training programme in which 6 Inuit gained general skills in media production and use, and a 4-month video and film production training course in which 7 Inuit received substantial training. In addition, 6 Community Co-ordinators received general production training and 6 community film-makers were trained in film and video production on an individualized and in-house basis. Finally, Studio staff, students, community assistants and volunteers, received production training through workshops, courses, and "hands-on" experience.

5. Provide support to existing Inuit broadcasting projects and film, video production centres through production contracts, training, etc.

Inukshuk Project design included local television transmitters for Nunatsiakmiut in Frobisher Bay and Pond Inlet Community Television. Initial training and production were arranged through these organizations to provide support for their equipment and production needs. Both groups continued to work with Inukshuk staff on programming for the ANIK-B network, and both provided videotapes for the community distribution system. Inukshuk also contracted with individual Inuit to produce 3 films, one of which was arranged through Nunatsiakmiut. Finally, two production workshops for Studio staff included staff from

Nunatsiakmiut.

6. Encourage the development of Inuit-language and culture through the production and distribution of Inuit films and videotapes.

The Project represented a significant extension of current production and distribution of Inuit films and videotapes. The Inukshuk communities produced a total of 34 hours and 15 minutes of pre-taped programming over and above live productions which were pre-taped and aired, and about 45 hours of unedited programming in addition to many hours of raw footage. Five of the communities also did local television programming. A total of 19,422 minutes of network programming was produced over the run of the Project. Finally, the Inukshuk videotape distribution system circulated 107 programmes of relevance to Inuit.

7. Make the CBC Northern Television Service more responsive to Northern needs through the sales of Inuit programming to CBC, etc.

The Inukshuk Project intended to encourage CBC to increase the amount of Inuktitut television aired weekly, the amount of programming bought on contract, and the number of Inuit on staff. CBC co-operated with the Project by advertising Inukshuk Programming, loaning its Yellowknife editing facilities to the Central Arctic Regional Co-ordinator, sharing survey information, and intervening at a CRTC hearing on behalf of the Inuit Broadcasting Corporation's licence application. Through the Project, CBC bought and broadcast two programmes made by the Keewatin Regional Production Centre and contracted with the

Centre for 4 Sesame Street segments, and work on two Christmas Specials. As a result, of the ANIK-B Communications Programme, Inuit established the Inuit Broadcasting Corporation to provide regular Inuktitut programming on northern television. In the summer of 1981, CBC agreed to release time for the airing of IBC programming. Long-term plans may encourage the two networks to share an additional satellite channel dedicated to the North.

8. Carry out a Project on the ANIK-B satellite with the following objectives:

a) To assess the usefulness and cost of instruction and information exchange for adults by satellite.

b) To test the usefulness and cost of conducting educational classes for children via satellite.

c) To test the efficiency of decision-making and the efficacy of meetings held via satellite to determine the cost-benefit of these services.

d) To test the economic viability of an Inuit television broadcasting service.

To meet these objectives, Inukshuk programming during the live satellite experiment was planned within four categories: adult education, children's education, meetings, and Inuit broadcasting. The Project broadcast the following minutes of programming in each category:

adult education 1104 minutes

children's education 1593 minutes

meetings 7202 minutes

Inuit broadcasting 8165 minutes.

As part of the Project, staff gathered information on programming and user/viewer response. Researchers analyzed programming data, user and viewer surveys, and the costs of different communications systems demonstrated through the Project.

Taken together, the goals of the Inukshuk Project complemented each other in purpose and activity. Basic objectives provided varied media training for Inuit, relevant Inuktitut television programming through local-level production, inter-active transmission and videotape distribution, and assessment of the efficiency and effectiveness of an Inuit television service through short-term experiment. Documentation of Project implementation and subsequent analysis of programming, viewer/user response and system costs, indicate that the Inukshuk Project attained all its state objectives. The Project was fully successful in demonstrating different communications systems which could meet the needs of Inuit communities, and in acquiring the information necessary for the establishment of new communication services in the North. As a direct result of the Project, the Inuit Broadcasting Corporation was established to provide Inuktitut television programming to northern communities on a permanent basis.

PURPOSE OF THE EVALUATION

As a component of the Project, the evaluation documents the process of implementation, and assesses the Project's effectiveness in relation to stated goals. This is a third and final report on Project activity and outcome. It includes an evaluation of technical installation and operation, information on cost breakdown, and projection for the communications systems which were demonstrated during the pilot project.

RESEARCH APPROACH

The framework for evaluation of the Inuksuhuk Project was specified in the ITC ANI-B-Pilot Proposal (1978: 12). The unique nature of the Inukshuk Project and the stated goals of the ANIK-B Communications Programme supported the need to understand the Inukshuk Project as a process and to analyze products of the experiment. This included 8 basic elements: 1) involving Project participants in information gathering for the evaluation; 2) documenting Project implementation; 3) analyzing what was produced through the Project; 4) assessing the effectiveness in relation to stated goals; 5) indicating response to Project accomplishments; 6) assessing technical installation and operation; 7) considering the cost of demonstrated and projected communications systems; and 8) providing conclusions and recommendations which relate to participants' concerns and future projects.

CONCLUSIONS AND RECOMMENDATIONS

The Inukshuk ANIK-B Project was an experiment in the most open sense of the term. ITC proposed the pilot project with no pre-disposed plans for an end service. "Hands-on" experience and feedback from Inuit in the communities provided information to determine Inuit service needs. Broadcast television and interactive audio-video were tried to suggest ways in which satellite transmission could be used to meet Inuit communication needs. A videotape distribution system was established to determine if this was a meaningful information channel for Inuit communities, including those without broadcast television. Trained production staff and facilities were established to provide programming for the broadcast and distribution phases of the Project. The Inukshuk experiment involved all of these varied elements. All of them were necessary in order for Inuit to define the most effective and practical methods of providing communication services to their communities.

The ANIK-B Project allowed Inuit to state what an Inuit television network in the North should be and how it could best be achieved.

Documentation of Project implementation and analysis of outcomes indicate that the Inukshuk Project attained all of its stated objectives, and that it was a particularly appropriate and successful Project of the ANIK-B Communications Programme.

Through pilot projects of the ANIK-B Communications Programme, Inuit gained the training, facilities, experience, information, and credibility, to establish and operate the Inuit

Broadcasting Corporation (IBC). Incorporated in the summer of 1981 and funded for a two-year period, IBC will produce and broadcast Inuktitut television programming to northern communities.

The body of the Report includes summaries and conclusions, and appropriate recommendations which reflect the informed judgement of those who implemented the Project, and the Evaluators. These are presented here under the following headings:

Liaison

Information Gathering

Project Time Frame

Initial System Design

Project Staff

Training Programmes

Technical Planning: ANIK-B System

Licencing

Information, Publicity, and Public Relations

Programme Planning and Broadcasting

Technical Assessment

Videotape Distribution System

Analysis of ANIK-B Programming

Northern Communications Policy Issues

Cost Breakdown and Projections

LIAISON

Inukshuk staff maintained regular contact with a Liaison Committee which was useful because it was small and its members well informed. Inukshuk arranged meetings with organizations which had participated in earlier satellite experiments and found this extremely useful in planning Project design and implementation.

Recommendations

That future satellite programmes consider; distribution of reports of earlier experiments to current project planners; and the arranging of meetings of former and current satellite users.

INFORMATION GATHERING

Interviews, Meetings, and Fieldwork

Given the research approach, the amount of contact with Inukshuk staff and their activity was optimal during the 3-year period.

Inukshuk Reports and ITC Documents

Activities of the Inukshuk Project were well documented on a consistent basis. This material provided valuable data for Project evaluation.

Interim Evaluation Meeting Via Satellite

The ANIK-B system provided for an efficient interim evaluation meeting without extensive travel or disruption of the satellite schedule. The medium influences the type of issues brought up in meetings and the manner in which they are discussed. As a result, the system is efficient for information transfer but ineffective for discussion of controversial or personal issues.

Inukshuk Programme Schedules and Broadcast Logs

Programme schedules and logged information on 12 programme factors were analyzed to determine Inuit use of the live satellite experiment. This data was provided by the Community Co-ordinators and recorded by the Programming Co-ordinator, a system which worked well for gathering information on community participation and programming. Computerized analysis was important to providing information at the final Wrap-up session for discussion of future plans.

Local Broadcast Logs

Logs kept by Community Co-ordinators provided information on

Inuit use of local transmission during the Project.

Inukshuk Community Viewer Surveys

Short surveys were conducted in five Project communities during January, April, and May, 1981. Telephone proved the most effective survey method to provide Inuit response to Inukshuk programming. In retrospect, November and February would have been more appropriate survey periods.

Inukshuk User Survey

A survey of organizations which used the interactive satellite network provided information on the effectiveness of the system in meeting their needs.

Videotape Distribution Records

Videotape distribution records documented the number of tapes received in and returned from communities serviced through the Inukshuk Project.

Videotape Distribution Surveys

To supplement information gathered by telephone on videotape distribution, surveys were conducted in 3 of the 11 communities not included in the live satellite experiment. Survey data indicates the nature and extent of videotape playback in these communities and Inuit response to programmes distributed through the Inukshuk Project.

PROJECT TIME TABLE

Time Table

The Project time table was revised to reflect delayed funding, Project activities, and a 3-month extension of the operations phase. Adjustments were workable and did not adversely affect Project implementation. Adequate lead time is critical to effective implementation.

Implementation Tasks

In planning to implement the Inukshuk Project, staff projected 50 separate tasks. These were realistic and comprehensive. Only two tasks were not fully completed and few unanticipated tasks emerged.

INITIAL SYSTEM DESIGN

ANIK-B Satellite Network

The ANIK-B satellite system was not designed to maximize the East-West communication basic to an Inuktitut broadcasting network. The second transmission terminal and 5 ground stations in the initial Project proposal were eliminated in a revised design. This did not disrupt the experimental phase of the Project, but provided additional funding for Inuit training and production. To maximize coverage within the revised design, Inukshuk selected 5 communities within the two central spot beams and designated Frobisher Bay as the transmission terminal. The 6 communities were well chosen with regard to differences in size, language usage, and media facilities.

Videotape Distribution System

Inukshuk was designed to initiate videotape distribution among Inuit communities in 4 Arctic regions, including those without access to broadcast television.

Production Facilities

To implement the Inukshuk Project, a production and broadcasting studio was required at the Frobisher Bay transmission terminal and a Keewatin Regional Production Centre was established in Baker Lake.

PROJECT STAFF

Selection

Staff selection was organized, directed, and consultative throughout the Inukshuk Project, factors which were important to the hiring of experienced staff and low staff mobility.

Administration

Project administration was highly successful in relation to overall operation and budgetting. The work load for the Operations Manager was excessive. Upon re-assessment, Inukshuk decided that this position called for two full-time staff or the provision of contracted personnel.

Recommendations

That the position of Operations Manager be redefined in the context of future broadcast developments in the North;

That two full-time staff, or the provision of reduced work load through contracted personnel be considered as alternatives to the current position of Operations Manager.

Technical Staff

In addition to the Consulting Technician, technical implementation and operation of the live satellite experiment required two major staff positions: Supervisor of Technical Operations, and Studio Supervisor. Given the nature and scope of the Project, DOC's release of Ron Robbins for a 14-month period was an important contribution to technical effectiveness and reporting, both of which were successful during the Project.

Recommendations

That Studio Supervisor or a position encompassing this this

role be considered on a permanent basis in future applications of the Frobisher Bay studio.

That the role of Supervisor of Technical Operations be provided on a full-time basis for projects of this nature and scope.

Regional Co-ordination

Regional Co-ordination was important to community work in the early Phases of the Project and produced considerable programming in the Keewatin region. Staffing requirements for this position changed during the 3-year Project. Regional Co-ordination in the Western Arctic and Labrador ceased early in the Project because of regional priorities and the broadcast design of ANIK-B. Regional co-ordination on Baffin Island stopped in May 1980, when community, programming, and production staff were working in Frobisher Bay. Co-ordination continued in the Central Arctic and the Keewatin throughout the Project, but because of work load and equipment access, the job was redefined to focus on programme production within the ground station communities. Toward the end of the Project, Regional Co-ordinators assumed the role of Programme Producer.

Recommendations

That the role of Regional Co-ordinator or Program Producer be re-assessed to accomodate future plans for Inuit broadcasting in the North.

Community Co-ordination

Community Co-ordination was extremely important to prepare for and operate the live interactive experiment. The nature and

quality of the Community Co-ordinators' work was reflected in the variety and amount of community-level programming. Their work with community groups and local satellite equipment was central to the success of the broadcast network.

Recommendations

That future media projects in the North consider the importance of community work and local co-ordination as demonstrated through the Inukshuk Project.

Programming Co-ordination

During Project implementation, the position of Programming Co-ordinator became essential to train and form a liaison among co-ordinators, set programming schedules, and organize programming over the ANIK-B network. This role and the quality of the Programming Co-ordinator's work were very important to the on-going work of the Community Co-ordinators and the organization of programming for the satellite experiment.

Recommendations

That future media projects in the North consider the importance of programming co-ordination.

Production Staff

Production staff for the Inukshuk Project included three full-time individuals at the Production Centre and two at the Inukshuk Studio. Trainers and assistants were hired as needed and volunteers supplemented Studio staff. Nunatsiakmiut staff worked on a number of "Specials", but their commitment was limited by Nunatsiakmiut's own lack of staff and by their production schedule. Two film editors were hired at different

points during the satellite experiment, but the Studio remanied understaffed and unequipped to handle unedited films from three ground station communities. Film makers were hired in the communities without production facilities to assure their participation in the broadcast network. In addition to the Production Centre and Studio, the film makers and Community Co-ordinators represent important resources for future production and staffing.

Recommendations

That plans for future broadcasting in the North assess the need for full-time production staff at the Studio in Frobisher Bay, especially with regard to film editing.

That the position of Producer/Director and/or Executive Producer be reconsidered when the Studio operates on a permanent basis.

That future training and production plans consider Inukshuk film makers and Community Co-ordinators as important staffing resources.

Training Staff

The Inukshuk Project provided training for all community and production staff through various training approaches which used the resources of staff members as well as trainers hired under contract as needed. Lengthy training programmes were mounted for the Regional Co-ordinators and Production Centre staff. Two intensive workshops were organized for the Community Co-ordinators. Film makers were trained through individualized and in-house sessions. Community staff trained assistants and

volunteers, and staff resources were used for Studio training. The combination of staff and contracted trainers assured maximum flexibility and minimum expense. The flexible approach taken toward staff training was very important to the success of the entire Project. Staffing for training requirements was fully adequate with two exceptions; 1) a CRC technician might have trained Studio staff at early stages of the ANIK-B experiment, and 2) an individualized training programme would have been useful to a Community Co-ordinator hired in January 1981.

Recommendations

That staffing for future media training in the North consider the importance of flexible approaches to training and the benefits of individualized and professional training situations as demonstrated in the Inukshuk Project.

That future satellite experiments schedule a short, on-site CRC technical training session early in the Experimental Phase.

Translation-Interpretation

The Inukshuk Project involved working in 3 dialects and two languages. Translation/interpretation was provided by Inukshuk and ITC staff However, regular translation resources would ease the workload among staff and broaden programming and information sources among Inuit.

Recommendations

That future media projects in the North provide for translation/interpretation on a full-time or hourly basis.

Staff Roles

Detailed job descriptions defined staff roles during the

Inukshuk Project. Their use and revision minimized role conflict and the Project approach re-enforced staff co-operation, factors which were important to working roles.

Recommendations

That future media projects consider detailed current-job descriptions and staff teamwork in defining working roles.

Project Management

Inukshuk Project management was highly supportive and effective. This involved working under northern weather, travel, and language conditions, on an experiment of considerable size and complexity. Direction from a Northern Head Office was effective because of continuous communication with the Operations Manager in Ottawa. Telephone, facsimile, and the satellite system itself, were essential for Project management. Inukshuk operated with open communication, teamwork, and participatory decision making, among all staff members. Future management plans should consider including a manager in the Frobisher Bay Studio and a mechanism for deciding on long-term and daily programming.

Recommendations

That future communication plans recognize the importance of maintaining a Northern Head Office, and consider appropriate staffing and communication requirements.

That future plans for the Frobisher Bay Studio consider the need for a resident manager or a position encompassing this role.

That future Inuit broadcasting consider the need for a mechanism to make long-range and daily programming decisions.

That future training plans include management training for Inuit Programming Coordinators, Production Centre Managers, and Studio Managers.

Staff Mobility

Staff mobility during the three-year period was remarkably low, especially in relation to recognized patterns of turnover in native employment and training programmes. The Project employed 26 permanent staff between 1978 and 1981 with a turnover rate of 19.2%. In addition, 16 people completed designated work periods on a part-time or contracted basis.

The drop-out rate for staff training programmes was equally low. Among 21 Inuit who began 3 training programmes, 5 resigned, 3 as the courses began. Among the 18 staff who actually participated in training, 88.8% completed the courses.

Staff and trainees who resigned did so primarily because they preferred other kinds of work once they fully understood jobs which had few precedents in the North. Staff continuity related to a combination of factors which reduced family pressures and job frustration over relevance, participatory implementation, flexible training approaches, northern locations, and limited travel.

Recommendations

That training and employment requirements for northern media projects consider the factors related to staff continuity.

That future research consider an in-depth study of low staff mobility during the Inukshuk Project.

TRAINING PROGRAMMES

Regional Co-ordinator trainees tended to be young, with dissimilar and uneven media skills and little community animation experience. Six-trainees-and-three-trainers was both a maximum and optimum training ratio for a short, intense, and effective training programme.

Regional Co-ordinator Training

Time Frame

The time frame for the Regional Co-ordinators' training programme was adversely affected by the initial delay in funding approval, limited production and editing facilities in the North, and extreme weather conditions. In addition, the training programme probably underestimated the time necessary to plan, produce, and edit 3 substantial videotapes.

Training Objectives

The programme goal was not to train the Co-ordinators to make films of how to organize groups, but how to work as media "go-betweens" by learning to organize and produce films for community groups.

Programme Content

Programme content was organized into introductory, pre-production, and production phases, all of which were adjusted because of time and production factors. Phase 3 included the important addition of a Wrap-up session. Training without permanent facilities and under Northern conditions requires a flexible approach to programme content, time frame, and method.

Training Location and Facilities

Production and housing facilities limited the choice of a training location to Frobisher Bay. This meant working with little equipment availability and group cohesion, factors which were later remedied through the Inukshuk Studio and staff house.

Recommendations

That future training in Frobisher Bay consider the importance of facilities for production and housing.

Programme Funding

Inukshuk cost-shared the training programme with the Department of Employment and Immigration, a system which was highly effective.

Recommendations

That future training programmes be funded on a cost-shared basis.

Training Follow-up

Training follow-up for the Regional Co-ordinators was not extensive or structured. The approach emphasized on-the-job training, particularly in professional settings, and providing specific training upon request. In interviews, trainees expressed satisfaction with the overall programme and appreciation for the flexibility in its approach.

Future Training Needs

Future training needs include technical application of Super-8 and video, editing, and scripting. Half of the film makers preferred professional, on-the-job training sessions of longer duration Half preferred short, in-community courses given by professional trainers.

Recommendations

That future training plans consider longer, on-the-job training sessions, and short, in-community courses for Programme Producers.

Production Centre Staff Training

Trainees

Eight Baker Lake trainees began a training programme at the Keewatin Regional Production Centre, none of whom had film or video experience. During most of the course, seven trainees worked with one trainer and limited equipment. This was not an efficient training situation, but was workable given the introductory level and the location of training. The large number of trainees reflects Inuit interest and Inukshuk's commitment to train as many Inuit as possible during the Project.

Time Frame

The time frame for the programme was somewhat effected by delays in film processing, bad weather, and equipment shortages.

Recommendations

That future northern training programmes consider the time delays related to northern conditions.

Training Objectives

The programme goal was to provide training in film and video production to Inuit who would work with community organizations and Inukshuk staff through the

Programme Content

Programme content was organized into introductory and production phases built around individual and group exercises,

including a major production researched, planned, shot, and edited by each trainee. The only major production problem involved film processing. Participants noted that the programme was workable at the introductory level, but advanced training requires a tight student-teacher ratio, and more equipment or professional working situations.

Recommendations

That future training plans consider the relation among number of trainees, trainers, equipment, and the level of course content.

Equipment

During the training programme the Centre was equipped with one video camera and one editing unit. The majority of trainees preferred to work in video because of its immediacy and the absence of transfer and processing problems. Following the course, the Centre acquired a high-quality BVU video unit. Equipment maintenance was stressed at the Centre, but no solutions were found to the problems of breakdown and southern repair.

Recommendations

That future media projects in the North continue to work on solutions to the problems caused by dependence on southern film processing and equipment repair.

Programme Funding

The training programme was cost-shared with the Department of Manpower, a highly effective arrangement.

Training Follow-up

Training follow-up for the Production Centre staff included professional working sessions, Inukshuk workshops, and requested short courses. Since November 1980, follow-up training has been provided by a resident Production Trainer.

Future Training Needs

Future training needs include technical training in video, editing, and audio applications, and training in programme development and implementation. Training programmes at the Centre are difficult because of production demands. To use the Centre for both purposes demands additional space, equipment, and staff. Two to three weeks are required for minimum training. Given professional, on-the-job training, the film makers are willing to attend 6-month sessions in the South.

Recommendations

That future training plans consider longer, on-the-job training sessions for active film makers.

That the Production Centre facilities and schedule be assessed and adjusted to meet the needs for future training and production.

Community Co-ordinators' Training

A 10-day workshop for the Community Co-ordinators was held in Baker Lake in May 1980. The majority of Inukshuk staff attended this highly productive and participatory workshop, which discussed details of the satellite experiment and defined principles of access and use for the system.

A second cost-shared workshop was held in Frobisher Bay in August, 1980, in final preparation for the ANIK-B Phase. The

participants were well prepared for, and highly involved in the 7-day session, which reviewed equipment operation and discussed details of community work, programme production, scheduling, and translation.

Follow-up Training

Individualized and in-house training for the film makers and other community staff was effective, but sessions at the Production Centre and Studio tended to be too short for follow-up training in production and editing. In addition, the Studio is not designed to allow simultaneous broadcasting and editing or production, which places limitations on training and production capacity.

Recommendations

That future training plans continue to combine individualized and in-house training programmes for film makers, but extend training periods organized around editing and actual production work.

That future training plans consider modifying the Frobisher Bay Studio to provide independent editing and recording facilities.

Future Training Needs

Community Co-ordinators have expressed strong interest in substantial broadly-based production training.

Recommendations

That future training plans consider a relatively short but organized course and on-going training arrangements for the Community Co-ordinators.

Studio Staff Training

Studio staff received orientation and production training in two workshops which included staff from Inukshuk, Nunatsiakmiut, and Frobisher Bay Adult Education.

Volunteer Training

An important approach to volunteer production training was demonstrated through the organization of a credited training programme with Frobisher Bay high school students.

Recommendations

That future training for production volunteers consider programmes with community agencies such as schools, Adult Education, etc.

TECHNICAL PLANNING: ANIK-B SYSTEM

System Design

Inukshuk system design was sucessfully adapted to ANIK-B telephony specifications and channel shift. From a user's perspective, ANIK-B satellite design should have provided for a second telephony channel for in-house operation. The Project improvised a method to include Apex, the small community adjoining Frobisher Bay, in the system design.

Recommendations

That future satellite system design consider including two telephony channels, one for in-house operation.

Inukshuk system design was sucessfully adapted to ANIK-B telephony specifications and channel shift. From a user's perspective, ANIK-B satellite design should have provided for a second telephony channel for in-house operation. The Project improvised a method to include Apex, the small community adjoining Frobisher Bay, in the system design.

Recommendations

That future satellite system design consider including two telephony channels, one for in-house operation.

Additional Equipment

Telecopier equipment was installed in the 6 ground station communities and this proved invaluable to broadcast operation. Inukshuk tried to locate a reasonably-priced syllabic character generator for the ANIK-B network, but was unsuccessful.

Recommendations

That budget items for future northern television projects include a syllabic character generator.

That future broadcasting experiments consider the importance of telecopier equipment.

Equipment Purchase

All equipment for the Project was purchased through tenders, a process which proved economical. In addition, a portion of technical equipment was donated or loaned to the Project.

Recommendations

That future satellite projects consider the advantages involved in purchasing equipment through tenders and arranging the donation or loan of technical equipment.

Broadcast Schedule

Inukshuk designated 16.5 hours of broadcast programming for the live satellite experiment.

Community Preparation

By September 1979, Regional Co-ordinators and technical staff made arrangements for all ground station communities' transmission and reception locations, and equipment installation. Several changes in equipment location suggest the difficulty of planning technical installation too far in advance.

Transmission Terminal

Modifications necessary for the Frobisher Bay transmission terminal were cost-shared with the municipality and the NWT Government. Renovations were completed by February 1980, and a studio equipment package was installed in April.

Test Period

Problems with telephony equipment and the required shift in satellite channels justified Inukshuk's decision to include a month-long test period for the ANIK-B experiment. In retrospect, DOC may have underestimated the time required to ready their equipment for link-up with the Inukshuk equipment.

Recommendations

That future satellite experiments include a designated test period.

Equipment Removal

DOC equipment was removed from the ground station communities in late May and early June, 1981. All other materials and equipment were donated to the communities, 5 of which now have local television transmitters and home reception capability. The sixth has video playback in 3 locations.

LICENCING

CRTC approved a network licence for the Inukshuk Project and its extension, and licences for the 5 ground station communities operating television transmitters. Programme logs were filed with the CRTC throughout the broadcast period. DOC regulations for Technical Construction and Operating Certificates were met. In December 1980, ITC applied to CRTC for a broadcasting licence for the Inuit Broadcasting Corporation. The licence was granted in mid-April and the network incorporated on July 27, 1981.

INFORMATION, PUBLICITY, AND PUBLIC RELATIONS

Inukshuk provided information about the Project to Inuit and others by using a wide variety of northern media and selecting activities in the South. The Inukshuk booklet, videotape, and use of local radio were particularly effective as supplements to community work. Newsletters and the Project manual were less effective in providing information to Inuit. The Project stimulated considerable interest and support in both the North and the South, and among international organizations. Literally hundreds of requests for information led staff to assemble an information kit on the Project. This proved an effective method of providing information without spending exorbitant amounts of time.

Recommendations

That future northern projects consider using video and audio to provide local information, especially when the information supplements community work.

That provision of written information for northern communities consider the importance of print size and format and the problems of translation and mailing.

PROGRAMME PLANNING & BROADCASTING

Inter-active Programming

Community Work

Inukshuk designated 39 categories of local, regional, national, and other groups as potential users of the ANIK-B system, established principles of access which clearly stated the priority of Inuit usage of the network, and developed 45 programming ideas by August, 1980.

Inukshuk Community and Programming Co-ordinators were successful in explaining the Project to community, regional, and national groups and in initiating and arranging programming for the ANIK-B network. The importance placed on meetings in the communities and the use of several approaches to extend information contributed to the success of the Project. This was reflected in high-level community support and participation, and little demonstrated confusion or misunderstanding about the Project. Working with groups assured the participation of the people served and programming that reflected their desires and/or requirements. This effort was the priority of programme planning and, as reflected in the programming data, less work was done with private enterprise and non-Inuit users.

Recommendations

That future northern projects consider the importance of community and organizational work in providing concrete information about project purpose and operation, the support and participation of the people served, and outcomes which reflect the desires and/or requirements of the people served.

Guidelines for Satellite access and use

The Inukshuk Project developed a series of principles and guidelines for satellite access and use which reflected the depth of "hands-on" experience provided through the experiment. Inuit adapted immediately and fully to a system which was new and appeared complex. This attests to the appropriateness of the ANIK-B system for interactive broadcasting, and to the thorough approach of Inukshuk staff in planning and producing programmes.

Translation-Interpretation

Inukshuk programme planning involved translation-interpretation for dialect and language differences. All Inukshuk-sponsored live satellite programmes were in Inuktitut, but it proved difficult to provide interpretation between dialects. This influenced Cambridge Bay's participation in meetings, but had less impact than expected and the important spin-off of re-enforcing the use of Inuktitut in the Central Arctic. Programme planning required translation-interpretation, but uni-lingual Inuit were active in planning and highly effective in community work. This was an important aspect of Inukshuk's approach, community accountability, and profile. During the Project time frame, no method was found to provide Inuktitut versioning for English and French programmes on a regular basis.

Recommendations

That future Inuit broadcasting provide for dialect differences by including programming in various dialects or assuring translation-interpretation as required by specific

programmes.

That future projects recognize the effectiveness of uni-lingual Inuit in all areas of implementation, particularly in relation to community participation.

That northern broadcasting agencies such as IBC and CBC work toward developing Inuit expertise in versioning films and establishing an on-going method to provide Inuktitut versions of relevant English and French programmes.

Inukshuk-TNI Programme

On February 19, 1981, Inukshuk and TNI produced a unique and highly successful interactive programme among 10 communities in the Northwest Territories and Northern Quebec. This experiment demonstrated the appropriateness of ANIK-B technology for linked interactive programming and the benefits of this approach. Along with other programming, it further demonstrated the important role the northern up-link played in the success of the Project.

Recommendations

That future project involving interactive satellites stress its potential for linked programming.

That future plans for television broadcasting in the North consider the critical importance of a northern up-link.

Users' Response to Inter-active Meetings

A survey of ANIK-B users indicates that 91.4% of 35 community groups and 100% of 5 regional organizations and users who paid for network time found the experimental system highly effective in meeting their needs. The survey further indicates that the system was particularly useful to 80% of the local

groups because they had no travel funds to hold meetings. All 40 survey respondents indicated that they would definitely use the interactive network were it available in the future, including those groups with travel budgets. Several organizations noted the importance of expanding the system to include additional communities.

Recommendations

That, to continue and expand the effective community networking demonstrated through Inukshuk, northern organizations consider tele-conferencing costs in projected budgets.

Pre-Taped Programming

The six ground station communities produced slightly less pre-taped programming than the Project Director expacted. Given initiation of facilities and staff and their variation among communities, Inukshuk produced considerable completed and potential programming. The experience gained through the experiment has allowed Inukshuk to plan accurately how much programming in specific categories each community can produce for the Inuit Broadcasting Corporation.

Programme Repeats

The Project extension stressed Inukshuk programming resources and, because it was not planned from the outset, fewer interactive meetings were requested early in the extension phase. During Phase II, Inukshuk depended quite heavily on programme repeats.

Programming experience during the satellite experiment led Inukshuk staff to set a general policy against programme repeats

during the season of the Inuit Broadcasting Corporation.

Actors

A remarkable number of people volunteered time and expertise to the Inukshuk Project. This reflected Inukshuk's approach, high-level profile, and its importance to the Inuit people.

Recommendations

That future Inuit broadcasting make every effort to maintain the wide-spread participation of all Inuit.

That the Inuit Broadcasting Corporation establish a policy in regard of the payment of performers.

Use of the Studio

The use of the Frobisher Bay Studio for pre-taped production was limited during the experimental period.

Recommendations

That future use of the Frobisher Bay Studio be encouraged by isolating it for independent production, re-enforcing working relationships with Nunatsiakmiut and providing production training as required.

Other Programming Sources

Programme planning used the resources of other Inuit Production Centres and developed a strong source of valuable programming through two Adult Education groups. This programming demonstrates the relationship Inukshuk planned to foster with community groups and illustrates the potential of producing programmes with organizations.

Recommendations

That future Inuit production continue to work with

organizations through the approach demonstrated by Adult Education programming.

Programming Schedule

Inuit in the western regions adjusted quickly to a programming schedule which was sometimes inconvenient. This further indicates high-level Inuit involvement in the Project and its perceived importance. Programming lead-time varied for interactive broadcasts, but was generally adequate, as was the amount of programming scheduled for interactive meetings. Inukshuk set a procedure for system breakdown which asked people to wait no longer than one hour for system repair.

Back-up Materials

A file of back-up material begun in Frobisher Bay is an important resource for future Inuit broadcasting.

Recommendations

That back-up material continue to be collected and catalogued at Inuit production centres.

Local Programming

All 5 of the communities with local transmitters had local programming at times other than network schedules. These totally volunteer efforts demonstrated the effectiveness of the local broadcasting facilities and their potential for encouraging information flow and discussion. On another level, local radio broadcasting was re-enforced as a spin-off of the Project.

Recommendations

That future communications developments in the North consider the importance of local broadcasting facilities.

Broadcasting Spin-offs

Inukshuk programming and production capability led to spin-offs related to the high profile of the Project in both the North and the South, and to the community-level involvement of Inuit. These include increased interest in television in Igloolik, northern interest in distance education, sales of programmes, and requests for contracted production. Interest in the system led to the setting of rental fees for the Studio, community network, and the Keewatin Regional Production Centre.

TECHNICAL ASSESSMENT

Description

The Inukshuk project was a one-way video and two-way audio teleconferencing and broadcasting pilot project conducted in the Arctic and sponsored jointly by the Inuit Tapirisat of Canada, Department of Indian and Northern Affairs, and the Department of Communications. The basic technical system consisted of a video/audio up-link earth terminal at Frobisher Bay working through the 14/12 GHz capacity of the ANIK-B satellite to five smaller video receive/audio uplink terminals from the West Central Arctic through to Baffin Island, effectively representing three Inuit Regions.

Criteria Met

The project successfully met the technical criteria initially established. A signalling device was felt to be the most contentious problem but turned out to be unnecessary because of the teleconferencing equipment utilized.

BCIT Tele-educational Project

This project was visited during the Inukshuk technical formation period and the experience was most useful. Visiting other projects prior to establishing your own is a recommended procedure.

Frobisher Bay Studio Installation

A complete studio was established at Frobisher Bay. It consisted of reassembly of a system assembled to Inuit Tapirisat specifications and obtained from United Video through contract bid. It has proven efficient and effective with most changes

being minor and operational in nature.

Power Fluctuations

Power fluctuations were not a factor except at locations where video editing was a requirement. Here stable voltage and frequency must be available - through regulators if necessary.

Expediting and Installation

A wide variety of problems were encountered but nothing that cannot be effectively corrected by preplanning as experience is gained.

Inductive Interference

Some inductive interference was encountered. In all cases it was immediately and effectively neutralized by replacement of bad connectors or cables. We expected much more trouble from audio interactive problems than we got.

Effects of Blowing Snow

There are indications that blowing snow may have some significant effect on reception and transmission at 12/14 GHz from small diameter earth terminals. This should be investigated further under controlled conditions.

TNI Experiment

The Inuit Tapirisat of Canada Project was experimentally linked to a similar project operated by Taqramiut Nipingat Inc. in Northern Quebec. It effectively supplied a video/audio teleconferencing net from the West Central Arctic right through to Northeastern Quebec during the night of the experimental test. It was very successful with no technical problems of significant nature encountered.

Rebroadcasting Antennas

Antennas used were modified folded half wave dipoles. They were generally quite effective particularly from a cost-benefit point of view.

Mast Structures

Mast structures used were hydro poles topped by steel pipe extensions. They were the single largest nuisance problem on the project but would not present a problem second time around.

Darome Teleconferencing Unit

The Darome Teleconferencing unit is basically a well designed unit easily modified to suit the more rugged requirement we had for it than is normally the case. It suffers from the fact that it is a USA based firm that is research rather than market oriented, hence maintenance turnaround time is extremely slow. The company would not supply technical information (i.e. schematics, etc.) to permit maintenance in Canada.

Technical Training of Personnel

High technical training is not a prerequisite for effective community operators or a successful project. Some people willing to take continued training subsequent to the project were identified.

Equipment Assessment

This can best be evaluated by examining the charts on pages 53 and 54.

Outage Time

Outage time was relatively little in comparison to hours of scheduled operation. It averaged less than three per cent which

broke out as being basically two per cent due to satellite related failure and one per cent due to Inukshuk equipment failure of community causes.

Conclusions

The following general conclusions were reached:

1. The project effectively met all technical objectives and was able to operate an extended three months beyond its initial scheduled period of operation.
2. Technical outage times were relatively small with respect to scheduled time available.
3. A high level of technical training for participants is not a prerequisite to a successful project.

VIDEOTAPE DISTRIBUTION SYSTEM

Playback Equipment

Inukshuk playback equipment in the .75 inch mode is located in 6 ground station and 9 other communities.

Equipment Operation

Playback equipment was accompanied by written and videotape instructions for operation and care. Equipment operation and breakdown were not problems during the Project.

Programme Selection

Material for the videotape distribution system was gathered from distributor catalogues, organizations, agencies, Inuit production centres, and community requests. Films and videotapes were selected on the basis of group and individual screening sessions.

Duplication of Videotapes

Inukshuk arranged with the Ontario Educational Communication Authority to duplicate 10 copies of each programme for the distribution system. The early programme met with a problem involving faulty videotapes, but the overall duplication system was effective.

Versioning

No soild system developed to translate English of French programmes into Inuktitut for distribution. Two community surveys indicate that the majority of Inuit did not mind the distribution of English language tapes along with Inuktitut programmes.

Recommendations

That, as recommended elsewhere in the Report, Northern broadcasting agencies such as IBC and CBC work toward developing Inuit expertise in versioning films and establishing an on-going method to provide Inuktitut versions of English and French programmes.

Inukshuk Videotape Catalogue

Inukshuk printed and distributed a Catalogue containing 50 programme titles through a general mailing to participating communities. Surveys in 3 communities indicate that few households actually received the Catalogues, but the great majority of adult respondents knew about the playback unit and over 50% of respondents in each community had attended screenings.

Recommendations

That Catalogue distribution be done by mailing list or personal contact.

Distribution System

Videotape distribution in the 15 NWT communities was organized through the Ottawa office and a contact person in each community. Tapes were sent to LIA for distribution among Labrador Inuit communities, and to TNI for circulation in Northern Quebec. By the end of the Project, Inukshuk was circulating 10 copies each of 107 different programmes. Each comunity received an average of 90 videotapes during the Project. Inukshuk has been unable to establish a long-term distribution system through any agency, and the future of the present system is unclear.

Recommendations

That given increased community interest in local access and playback, media agencies operating in the North work toward establishing an on-going videotape distribution system.

Community Screenings

Limited information from 6 communities indicates that use of the videotape distribution system varied considerably from community to community. There is some indication that the system was used most in the communities without broadcast television or ANIK-B programming, but several communities which receive CBC were particularly enthusiastic about the system. Information suggests that videotape screening dropped off in the ANIK-B communities once programming began, and that it may be less popular in communities with a high number of home playback units. Among Inuit who screened videotapes, response to programming was highly positive, especially to programmes about traditional Inuit lifestyle.

Videotape Requests and Screenings

Eleven organizations borrowed or bought videotapes through the Inukshuk Project and another seven enquired about doing so. Given the time frame, this indicates important non-Inuit interest in Inukshuk videotapes and the potential of outside distribution.

ANALYSIS OF ANIK-B PROGRAMMING

Six communities in the Northwest Territories participated in the Inukshuk Project. As mentioned, programming fell into the two overall categories of interactive-live, and pre-taped material. As an aid to conceptualizing the terms "programming", "broadcasting" etc., reference will be made to programme minutes (p.m.) and programme segments (p.s.). Programming, for example, may consist of five segments, or twenty-five minutes, although not necessarily twenty-five minutes of five minutes each.

Total programming may be said to have consisted of 19422 minutes, or 415 programme segments between September 5, 1980, and May 14, 1981. Of this amount 9858 minutes, or 85 programme segments were "live". The remainder, 9564 minutes, 330 programme segments, were pre-produced tapes and films, in some cases repeats of live broadcasts.

Summary & Conclusions

The programing the Inukshuk Project produced may be termed highly successful by the standards of the Project's stated goals. The programming provided to the people in the host communities a wealth of pertinent information which had been previously unavailable to them through the CBC. Forty-five Inuit organizations in the Northwest Territories were extended a vehicle for communicating directly with their constituent communities. On a local level 379 inter-active meetings of these organizations were facilitated.

The large amount of Inukshuk-produced material indicates that Inuit were sucessfully trained to produce material with the

objective of clearly putting across ideas and information. Furthermore, the opportunity the Project provided to Inuit organizations to communicate these materials supported existing Inuit broadcasting and media projects, as well as individual Inuit producers and film-makers. The fact that most of the material broadcast over the Network was in Inuktitut re-enforced language and cultural ties across the Territories.

The additional fact that with few exceptions, the programming put out by Inukshuk was new, speaks strongly for the uniqueness of the Network, as well as for its viability as an alternate means of communication among the Inuit of Canada.

NORTHERN COMMUNICATIONS POLICY ISSUES

ITC Resolutions

At Annual Meetings in 1979 and 1980, ITC made strong resolutions with regard to community control of broadcasting signals and the establishment of an Inuit broadcasting system in the North. The timing and resolve of ITC's action was directly related to Inuit involvement in the ANIK-B Programme.

CRTC Representations

During the Project time period, Inuit representations in regard to northern broadcasting were made at 3 important CRTC hearings. The information, experience, and proposals which formed the basis of these representations were furnished through Inuit participation in the ANIK-B Programme. As a result of the representations, ITC influenced CRTC policy recommendations on northern broadcasting, CRTC licenced an Inuit Broadcasting Corporation, and Inuit established co-operation with CBC to provide Inuktitut programming in the North.

Inuit Broadcasting System

As a direct result of Inuit involvement in the ANIK-B Programme, ITC and TNI began the process of formalizing the Inuit Broadcasting Corporation and obtaining funding for Inuktitut television service to the North. The network was incorporated and received funding for a two-year period in July, 1981. A founding meeting was held in Baker Lake and the independent corporation is in the process of establishing a Board of Directors.

Influences on Agencies and Organizations

In addition to influencing the CBC in regard to northern communication services, the Inukshuk Project led ITC to make proposals to the National Film Board, and the Department of Secretary of State, the Department of Indian and Northern Affairs. The Dene Nation and the Council of Yukon Indians consulted with Inukshuk and Inuit Broadcasting Corporation Staff in formulating their own communications proposals and programmes. These activities emerged from Inuit experience during the ANIK-B Programme and indicate the Programme's important role in planning northern communications services.

COST BREAKDOWN AND PROJECTION

Expenses for the commercial use of different communications systems demonstrated during the Inukshuk Project have been estimated using figures from Project budgets and rough estimates of commercial service costs. Comparisons represent projcted communication settings of significantly different quality.

Videotape distribution is the least expensive system for distributing information in the North, followed by audio-only inter-active broadcasting. The former provides permanent information sources and is particularly useful for educational settings which assure feedback. The latter offers immediacy and feedback, and is highly useful for meetings among Inuit. Teleconferencing is equally effective but costs are almost double that of network service. The relatively high cost of teleconferencing limits its application to Inuit organizations which have budgetted for the expense.

Adding one-way video to the audio network almost triples the cost, and Inukshuk experience indicates that video transmission does not normally increase the effectiveness of meetings. On the other hand, broadcast television is highly effective for providing information to Inuit communities. It assures immediacy and general access at limited cost and, through "call-in" procedures, can include immediate feedback.

On-site meetings are a relatively inexpensive method to distribute information among participants, particularly in relation to longer sessions. They are the most effective communication setting for decision-making and issue

resolution.Meetings combining the satellite network and small, on-site groups are relatively expensive, but effectively substitute for meetings requiring travel.

Cost comparison during the Inukshuk Project indicates that to make the most effective and cost-efficient use of satellite systems, small users must be encouraged to share the expense of satellite channels.

Recommendations

That future plans to meet Inuit communications requirements consider the effectiveness and relatively limited cost of videotape distribution, interactive audio networking, and broadcast television.

That given the widespread application and limited expense of audio-only inter-active broadcasting, northern communication policy encourage Canadian satellites designed exclusively for this purpose.

That to make the most effective and cost-efficient use of satellite systems, small users be encouraged to share the expenses of satellite channels.

CONCLUSION

The Inukshuk ANIK-B Project was an experiment in the broadest sense of the term. ITC proposed the pilot project with no pre-disposed plans for an end service. "Hands-on" experience and feedback from Inuit in the communities provided information to determine Inuit service needs. Broadcast television and interactive audio-video were tried to suggest ways in which satellite transmission could be used to meet Inuit communication needs. A videotape distribution system was established to determine if this were a meaningful information channel for Inuit communities, including those without broadcast television. Trained production staff and facilities were established to provide programming for the broadcast and distribution phases of the Project. The Inukshuk experiment involved all of these varied elements. All of them were necessary in order for Inuit to define the most effective and practical methods of providing communication services to Inuit. The ANIK-B Project allowed Inuit to state what an Inuit television network in the North should be and how it could best be achieved.

The general interpretive framework of the Project evaluation reflected a number of questions that were of concern to those who sponsored and implemented the Project. These are presented here along with plans for the future and selected comments from Inukshuk users and viewers.

1. Has the Project increased the amount and quality of communications among participating communities?

The amount of communication among the 6 ANIK-B communities definitely increased through both interactive and broadcast television. Inukshuk provided 16.5 hours per week of Inuktitut television. Prior to this, the communities received one hour weekly through CBC Northern Service. The interactive network also enhanced the quality of communication among the communities, local organizations within the communities, and between Inuit in the communities and Inuit Organizations, the Territorial Council, and other agencies. Forty-five of the 56 participating organizations were Inuit bodies.

In addition, the videotape distribution system provided an average of 90 videotapes to 15 communities in the NWT and distributed programmes to Inuit organizations in Northern Quebec and Labrador. This increased the amount and quality of communication sources in 5 northern regions.

Community surveys indicate that the great majority of adult respondents in Gjoa Haven, Lake Harbour, and Broughton Island knew about the playback unit and over 50% of respondents in each community had attended screenings.

2. Has the Project provided the communities with increased access to information through interactive video technology?

The Inukshuk Project network definitely provided Inuit community residents with increased access to information from local groups in other communities, Inuit Organizations, Government Agencies, and commercial users.

3. Have Inuit Organizations used the network to give and receive information through videotape and film?

Local community groups used the network extensively for meetings with other local groups and with Government Agencies. Regional and national Inuit Organizations used the system successfully, but less than expected because the broadcast schedule was broken into segments which did not accomodate long meetings and the network included only 6 of the 57 Inuit communities.

4. To what extent have existing Inuit broadcasting projects been enriched as a result of the Project?

Inukshuk contributed funds for production and editing equipment to Nunatsiakmiut and PIC-TV. In addition, the Project provided considerable training and experience to Nunatsiakmiut staff through the Frobisher Bay Studio. The Project has also led to policy proposals that sponsored films and a National Film Board Support Programme directly involve Inuit production centres. It has increased the distribution of programmes produced through the centres, and it has led to the establishment of an Inuit Broadcasting Corporation, which will re-enforce media production among all Inuit groups.

5. Has programming changed as a result of the Project? How? To what extent?

Network television programming changed significantly during the Project in terms of a number of factors: 1) 16.5 hours of weekly programming was in Inuktitut; 2) the programming directly reflected the lifestyles and concerns of Inuit in the North; 3)

the network provided live television programming through the first northern up-link. The Inukshuk Project broadcast significantly more educational programmes, the majority of which were produced by groups other than Nunatsiakmiut. In addition, a major portion of Inukshuk programming involved interactive meetings, a programming concept which was new to the Northwest Territories.

6. To what extent and in what way have Inuit been trained with regard to media through the Project?

The Inukshuk Project involved staff training at all levels of media production and in community organization. Five Regional Co-ordinators and Programme producers completed a 2-month training course in basic production techniques and media producing. Seven trainees at the Keewatin Regional Production Centre received training in Super-8 and video production. Six Community Co-ordinators attended two intense week-long workshops to prepare them to work on programme production with community groups. In addition, 6 Community Co-ordinators or film makers received individualized training in media production. Two week-long production workshops at the Frobisher Bay Studio included Nunatsiakmiut staff and 3 Inukshuk Studio staff. The Project hired a permanent Production Trainer at the Keewatin Centre and arranged a variety of professional training sessions, including work with CBC crews, editing at CBC Yellowknife and Inukshuk production facilities, and information sessions with equipment suppliers and other production organizations. A Production Trainer was also hired at the Frobisher Bay Studio

during the 3-month extension phase. Finally, community volunteers and production assistants were trained by Inukshuk staff in all 6 ground station locations, and students were trained in Frobisher Bay and Baker Lake.

7. Does programming developed through the Project reflect information relevant to Inuit more than was the case prior to the Project?

Considering this Project within the context of long-standing ITC concern with the lack of Inuktitut television programming available to Inuit, Inukshuk emerged from the stated needs and desires of people in northern communities. Their response to the Project, resolutions passed by the ITC Annual Assembly in 1979 and 1980, and the subsequent establishment of the Inuit Broadcasting Corporation indicate that Project programming was clearly more relevant than what was previously available. In addition, 3 community distribution surveys indicate that Inukshuk videotapes were important to approximately half the respondents in two communities and 25% of those in a third.

8. Has the Project encouraged the production and distribution of films and videotapes which relate to Inuit language and culture?

All broadcasting on the ANIK-B network was in Inuktitut, the Inuit language. This re-enforced the use of Inuktitut among younger inuit and Inuit in the Central Arctic. The analysis of ANIK-B programming indicates that programmes, videotapes, and films were produced which relate directly to Inuit cultural tradition and adaptation. The Inukshuk Project also contracted with Inuit film makers (for 3 productions) and contributed to the

production and distribution of Inuktitut programmes made by all Inuit production centres. The videotape distribution system circulated 107 programme titles in northern communities. Finally, Inuit response to community surveys indicated the desire for more programmes related to traditional Inuit culture and this has been considered in planning programmes for the Inuit Broadcasting Corporation.

9. What community-level activities have been initiated or supported through the Project? What role has the Project played? What additional "spin-offs" are related to the Project?

The Inukshuk Project was a contributory factor in a number of community-level, Territorial, and National "spin-offs". These included the establishment of a community radio station in Cambridge Bay, the involvement of two Inukshuk staff as presidents of local radio societies, and re-enforcement to establish a Women's Auxiliary group in Cambridge Bay. Interest in television increased in Igloolik, which has consistently rejected CBC television, and a proposal was made to create a Northern Community College using the satellite system. Use of Inuktitut was re-enforced in the Central Arctic and among younger Inuit. Videotape programmes were sold on contract, and Manpower placed 6 students at the Keewatin Regional Production Centre for summer employment. Communities such as Pond Inlet became more involved in issues of northern communications policy, and ITC took positions on sponsored films, National Film Board support for northern production, and the provision of Inuktitut television. Communities which began to receive CBC television,

such as Sanikiluaq and Broughton Island, began transmitting Inukshuk programmes locally; and Broughton Island made plans to produce local video programmes.

"Spin-offs" which were integral to the Project include:

Technology

Five communities have operational community television with home reception capability; A sixth has video-playback in 3 locations. All these operations were turned over to the communities upon completion of the Project.

The Keewatin Regional Production Centre and Frobisher Bay Studio were established and outfitted for production and broadcasting capability.

Six communities have Super-8 and video equipment to allow local production; Two have editing facilities.

Fifteeen communities have .75 inch colour videotape playback units.

Staffing and Training

Twenty-six people worked with the Inukshuk Project on a permanent basis, all of whom "learned by doing" as the Project was implemented. Twenty-two received training in organized programmes and many others attended workshops and sessions for staff, volunteers, students, and community assistants. Staff were given the opportunity for further development of media and organizational skills through specific work with the Project.

Programming

The Project initiated 16.5 hours of weekly Inuktitut television programming, the majority of which was produced at the

community level. The interactive network provided a unique opportunity for Inuit in local groups to meet without travelling. The Project introduced the concept of an Inuit broadcasting network, and Inukshuk initiated co-sponsored productions with organizations such as Adult Education.

Participants

Local groups which participated in interactive meetings over the satellite were re-enforced through their contact with similar groups in other communities and the information this provided.

Future Developments

The licencing, funding, and incorporation of the Inuit Broadcasting Corporation resulted directly from the training, production facilities, experience, information, and credibility provided through the ANIK-B experiment.

10. To what extent have CBC, Government Agencies, and others utilized opportunities provided by the Project to communicate with Inuit?

NWT Government Agencies such as the Territorial Council, Legal Aid, Adult Education, and others, have used the ANIK-B system effectively to provide information to Inuit and meet on a local committee basis. In addition, Adult Educators in Baker Lake and Frobisher Bay were highly active in planning and producing Inuktitut programming for the network. Two Federal Ministers spoke on the network during the "Grand Opening Special" but there was little programming input from Federal Agencies. CBC did not use the system, but watched developments with great interest, while providing viewer survey information and support

for the Project, and subsequently, the establishment of the Inuit Broadcasting Corporation.

11. Has the Project provided any means for Inuktitut broadcasting in the North to become self-supporting?

Production contracts and the sale of Inukshuk videotapes did not contribute significantly to the Inukshuk budget. The potential demand for both was established during the Project, and the Inuit Broadcasting Corporation intends to sell its programming to other networks. However, sales could contribute only slightly to Inuit production costs. ITC's brief to CRTC proposed that a portion of the revenues from Pay-TV be used to support Inuit production facilities and programming, but this proposal was rejected by CRTC.

In February, 1981, CRTC approved the application of Cancom for northern service. This company offers a package of programming from 4 television and 8 to 10 radio stations. To receive Cancom, communities are required to purchase ground station equipment and submit monthly fees of $4 per subscriber. A community as large as Frobisher Bay might provide this service at a cost and use the revenues to support local television production. This is not economically feasible in the smaller communities, and all Inuit communities are concerned about the introduction of additional English broadcasting.

As a result of the Inukshuk and TNI Projects, ITC has designated communications as a topic for negotiations under Land Claims. This projects long-term funding for Inuit broadcasting through an eventual Land Claims settlement.

12. Is video networking an effective and efficient method to instruct and inform Inuit in northern communities?

The ANIK-B experiment indicated that interactive video networking was a highly effective method of informing Inuit in the communities. In user surveys, community groups noted repeatedly that they learned a great deal by talking with similar groups in other communities. Eighty per cent of the 35 local groups surveyed had no funds to allow travel for meetings, and would not have participated in discussion were it not for the ANIK-B network. The Inukshuk experiment suggests that audio networking is as effective as and less expensive than video networking for the purpose of meetings.

A 3-hour interactive programme which included 10 communities in the NWT and Northern Quebec further demonstrated the effectiveness of the ANIK-B system in providing information. The Constitutional Debate and its meaning for Inuit were presented by 4 well-informed speakers. Questions and discussion from the communities followed, allowing people to gain information and understanding about a complex issue.

On the other hand, videotapes and television broadcasting are more effective methods for instructional purposes. Working with Inukshuk, Adult Educators in Baker Lake produced a 10-part series entitled "Cooking With Janet" which included the preparation of country food and talks on nutrition. They also began a 6-part Science Series with a programme on solar energy. These programmes were designated as highly effective by Adult Education, which printed a booklet of supporting material,

because they could be broadcast, circulated, stopped in the middle for discussion, and replayed over time. The Labrador Inuit Association used a videotape on uranium mining to inform Inuit about a Brinex mining proposal. They found this effective for the same reasons. In both cases, the presence of resource people is imperative.

Both interactive and broadcast modes are efficient for the purposes noted. Interactive video has the advantage of immediacy and gathering people together, with little travel expense, and the disadvantage of technical expense and impermanence. Broadcast television and videotapes have the advantage of broad application and use; the disadvantage of no direct feedback outside an organized setting.

13. Is video networking an effective and efficient method to provide Inuktitut educational programming for children in northern communities?

Students in the ANIK-B communities used the interactive network effectively as an educational tool. For instance, programmes involved a Grade 10 sociology class doing community surveys through discussions with people in the communities being researched. But on the whole, the interactive system was used far less for children's education than for adult meetings. The Project experience indicates that, in general, it is more effective and efficient to provide Inuktitut children's programmes through videotapes or broadcasting. This can provide permanent resources for teachers and school committees in northern communities.

14. Is video networking an effective and efficient method to hold meetings involving northern Inuit? How and to what extent is decision making effected?

The ANIK-B experiment indicated that interactive broadcasting is a highly effective method of holding meetings in northern communities. Among the 35 community groups surveyed, 32 replied that they had fully accomplished what they intended during meetings over the satellite system. Three groups participated in meetings which were affected by technical problems. Five regional and commercial users also felt their meetings were fully effective. Several of the users surveyed noted that the meetings would have been more efficient and effective had the network included additional communities, but all 40 respondents indicated that they would definitely use the system in the future were it available. Some non-users felt the limited and segmented broadcast schedule was detrimental to meetings.

There is no clear evidence to indicate that decision making in the communities was directly affected by meetings held over the ANIK-B network. On the other hand, all the local groups were re-enforced through the experience of talking with similar groups in other communities; Women, students, and older Inuit, were highly active participants in network meetings; And Inuit at the community level clearly gained considerable information and experience through the experiment. These factors suggest that general local decision making was re-enforced through the Inukshuk Project.

15. What is the economic viability of an Inuit television broadcasting service?

As noted, the Inukshuk Project indicated that the economic viability of an Inuit brodacasting system depended upon a source of consistent long-term funding. Revenues from programme sales, production contracts, and advertising cannot be expected to support an Inuit network. Pay-TV arrangements in the North might partially support local production in one or two communities, but the application of Southern Pay-TV revenues to Inuit broadcasting costs has been rejected by CRTC. Funding for an Inuktitut network is feasible as part of Inuit Land Claims negotiations, specified by ITC. This arrangement may provide projected funding for the economic viability of the Inuit Broadcasting Corporation.

16. What alternatives or projected technology might maintain objectives established through the Project?

The Inuit Broadcasting Corporation will begin broadcasting on October 24, 1981, providing 5 hours of Inuktitut television weekly in time slots donated by the CBC Northern Service. The Corporation is considering rental and location of a northern up-link which would allow live broadcasting in the North. Future plans include increased programming time and the possibility of sharing an additional television channel dedicated to the North. With a northern up-link to allow live programming in the North, the major objectives of the Inukshuk Project will be fully maintained. Broadcast television will be provided in Inuktitut and interactive programming can be arranged on a "phone-in" basis similar to interactive programmes originating in Frobisher Bay.

At the current time, no plans have been made to continue direct community interaction or videotape distribution. The videotape distribution system requires locating an established agency willing to circulate the tapes. Extensive research during the Inukshuk Project did not convince the National Film Board or other agencies to continue this service to northern communities. Interactive meetings among communities could be continued on an audio-only basis through a cost-shared, dedicated telephone line, or conference calls, and these could be broadcast locally through community radio facilities.

Further objectives of the Project will be maintained through the continued use of community television facilities and increased demand for local media production, both of which were initiated through the ANIK-B experiment.

PLANS FOR THE FUTURE

On July 27, 1981, a news release from the Inuit Broadcasting Corporation announced the incorporation of "Canada's first native television broadcasting system." The system, owned and operated by Canada's Inuit, plans to begin broadcasting in the North on October 24, 1981. The network will use the transponders of the ANIK-B satellite. Programming will be broadcast through the satellite facilities of the CBC Northern Service, which agreed to donate 5 hours of programme time each week. Signals will be received in the Baffin, Keewatin, and Central Arctic districts of the Northwest Territories. The IBC plans to draw a major share of its programming from northern communities, using the film and video production facilities which have been established during the past three years. The network is considering the rental and placement of a northern up-link to the satellite to allow live broadcasting from the North.

The news release states further, "IBC is the result of the Inukshuk Project which was an experimntal effort by the Inuit Tapirisat of Canada to bring TV in the Eskimo language to six northern communities." Through the pilot project of the ANIK-B Communications Programme, Inuit gained the training, facilities, experience, information, and credibility, to establish and operate the Inuit Broadcasting Corporation. As a result of the Inukshuk Project, Inuit will produce and broadcast Inuktitut television programming to northern communities.

SELECTED COMMENTS

Being a real Inuk and my children being real Inuit, I have been concerned for a number of years now and will continue to be concerned about the impact of television and the southern culture on our people, on our culture. . .I think there is a very real need to get more Inuktitut-language programming on television simply because of the fact--simply because of the impact that television has on children.

Norman Attungala
CRTC Hearings, Baker Lake
February 28, 1980

I too would like to thank you (CRTC Committee) for the work that you are going to do if it is going to improve somehow the availability of Inuktitut programming and that in the North. I would like to use as an example a personal experinece that I had and that is at least three times now I have gone out to the Northern Games or Arctic Winter Games and the last time was in Inuvuk and not long afterwards I ended up seeing myself on TV. I have never had an opportunity any time anywhere to see myself behaving the way I do.

Matthew Innakatsiak
CRTC Hearings, Baker Lake
February 28, 1980

I enjoy Inukshuk because there are more programmes in Inuktitut about our traditional culture. I think they should cover more of the same programs and hope they will not be terminated.

Survey Respondent
Pond Inlet

. . .it is nice to see Inuktitut programs for a change. However, a lot of time and more work will be required to improve, and reach more variety of Inuit. (Areas that will need to be covered in future drama, comedy, personal profiles, hobbies, survival on the Land, interviews.)

Survey Respondent
Pond Inlet

I have had a lot of conversations with the Qilauttimiut Society, which is the old people's own group in Baker Lake, the over sixty-five years of age. . .they don't like television as it is now. . .what they themselves want to see the most is programmes in Inuktitut, Inuktitut programmes especially on the Land, the animals, the caribou, the fox, the birds, anything, because most of their lives are spent out on the Land amongst these animals, hunting caribou, trapping foxes and they, because they are too old now, cannot go out on the Land and they really miss the Land.

So all of the requests that we have been receiving at the production centres are for programmes, any footage of a shot out on the Land of caribou, live caribou, live foxes. So that is what they want to see on television, programmes of what they used to do in the past, where they used to live in the past. They are very scared of the impact of television on children. It has become very clear to them what impact television has on our culture, on our language, , ,So basically what they want to see is Inuktitut-language programming on television.

David Simailak
CRTC Hearings Baker Lake
February 18, 1980

I know that our (people) will not return to our traditional ways, but at leats if we could show them at least once in a while show them a traditional film that will give them an idea of our old ways.

Survey Respondent
Lake Harbour

The children learn very quickly and they watch the violent shows; but if they would show about hunting wise, in order to survive, things like that, also traditional games. . .

Survey Respondent
Pond Inlet

I enjoy watching it (Inukshuk) because it's educational and lets us see people we haven't seen for a long time. It also shows us the old traditions and culture of Inuit.

Survey Respondent
Pond Inlet

We like them (Inukshuk programs) very much because it's informative listening and watching it at the same time. We think this is the way it should be.

Survey Respondent
Pond Inlet

I enjoy it (Inukshuk) because it is educational to the people as we see other Inuit from other places. I guess it's better communication between Inuit.

Survey Respondent
Pond Inlet

It (Inukshuk broadcasting) is very useful, but it would be better

that every settlement should have Inukshuk programs and they should look at each other.

Survey Respondent
Pond Inlet

We are satisfied because they are gradually becoming in one and the fact it is becoming to be understood among people who live in different communities and the fact we are learning different ideas.

Survey Respondent
Pond Inlet

I like them (Inukshuk programs) because they are more directed to Inuit and they seemed more concerned about Inuit which I feel is right.

Survey Respondent
Pond Inlet

Despite some difficulties, I feel the show was much more effective in reaching Frobisher residents than public meetings have been. For Igloolik and Pond Inlet, community meetings still have the edge.

Baffin Regional Inuit
Association
User Survey

We have found the interactive television system an excellent means of communication. We hope the system can be expanded to include more communities in Baffin Region.

Baffin Regional Council
User Survey

I hope that the system will continue as it is a benefit to the people in the communities as well as the organizations using it.

Clerk Assistant, GNWT Council
User Survey

Your local people. . .went out of their way to not only make us welcome but to provide us with an excellent service. Thank you very much for the services rendered and allow me to wish you every success with the much-needed service the Inukshuk can and should provide.

Section Manager, Bell Canada
Frobisher Bay: April 10, 1981

It should definitely be available to every communities (sic) in the Eastern Arctic, there's no alternative. Only alternative is CBC and CBC is not as useful at all in the communities.

Chairman, Alcohol and Drug Committee
Pond Inlet
User Survey

Our young people sometimes learn from it. Also I learn from it that I never knew before.

Respondent: User Survey
Pond Inlet

My only wish is that the Inukshuk Broadcasting Station could be broader to take in more communities of the NWT--we have so much to share with each other! The students most of all, learned awareness among so many other things about other community's life.

Student: User Survey
Pond Inlet

PART I.: INTRODUCTION AND BACKGROUND

1.0 INTRODUCTION

On November 7, 1978, Inuit Tapirisat of Canada (ITC) and the Department of Indian and Northern Affairs contracted ". . . to participate in the ANIK-B Communications Programme of the Department of Communications (DOC) through the implementation and evaluation of a pilot project. . ." (memorandum of Agreement:1). The three-year Inukshuk Project includes an experimental phase using the ANIK-B satellite; a widespread videotape distribution system; and the provision of Inuit training and production programmes. The Project began in November, 1978 with a planning and training programme, followed by production and pre-test periods, in preparation for the live-satellite phase. Satellite transmission began on September 29, 1980. It was originally scheduled to end on February 17, 1981. The Department of Communications subsequently approved an extension to May 31, 1981.

The Inukshuk Project was designed ". . .to define, develop, and assess measures to meet Inuit requirements in telecommunications, broadcast, and film production. . ." (ibid.: 3). In order to determine Inuit communication needs and test the relative merits of different communication systems in meeting those needs, the Project includes assessment of technical installation and operation, and cost consideration of demonstrated communications systems.

This report is a third and final assessment of Project activity and outcome. Given the unique nature and scope of the Inukshuk Project, the process of implementation was central to the goals it was designed to achieve. This report documents that

process and evaluates effectiveness in relation to stated goals. It describes stated requirements for communication, details and assesses the five inter-related phases of implementation, and presents data on Inuit use of the live satellite experiment. Conclusions about Inuit application of the ANIK-B Pilot Project, the viability of demonstrated communications systems in meeting the needs of Inuit communities, planning, staffing, training, and operation, are based on analysis of information gathered. Responses to specific concerns voiced by participants and sponsors are included in the report.

1.1 Inukshuk and the ANIK-B Programme

In 1977, the Department of Communications arranged to lease the 14/12 GHZ capacity of the ANIK-B satellite from Telesat Canada for a 2-year period beginning March, 1979. The Department of Communications requested pilot projects from potential users. The ANIK-B Programme was a follow up to DOC's successful use of the 12 GHZ satellite Hermes launched in January, 1976 for a 2-year programme of technical and social experiments. Through teledocumentation, teleteaching and teleconferencing, Hermes demonstrated the technical feasibility of operations in the 14/12 GHZ band width. The Department proposed the ANIK-B Programme in order to test operational feasibility of such telecommunications services.

In contrast to the Hermes Programme, the ANIK-B Programme proposed establishing the viability of new communications services. The stated goals for the ANIK-B Programme include:

a) Determine viability of telecommunications services to meet identified public service requirements.
b) Develop knowledge and expertise to better utilize 12/14 GHz Satellite technology.
c) Develop expertise and create awareness in user institutions of the potential of telecommunications to deliver new services.

(ANIK-B Information Exchange Meeting, Ottawa, October 25-26, 1977:8)

A fourth goal of the ANIK-B Programme as described in the Cabinet Document was to contribute to policy issues. To meet these goals, the Department donated satellite time and in some cases, ground stations to non-commercial users who were required to obtain funding to implement a pilot project.

The ANIK-B satellite provided the technology for interactive two-way audio and one-way video transmission. Building on the Hermes Programme, the Department of Communications (DOC) approved pilot projects which included teledocomentation, telehealth, tele-teaching, and teleconferencing. In most cases, these projects apply interactive potential to existing facilities and therefore add new forms of communication to established services. Inuit Tapirisat (ITC) obtained funding through the Department of Indian and Northern Affairs to carry out a pilot project which used the ANIK-B satellite to create an interactive communications network linking six communities in three Arctic regions with different time zones and dialects. To accomplish this, the Inukshuk Project trained Inuit to produce and use videotape and film. In addition, the Project initiated a videotape distribution network in four Arctic regions to assess the potential of different communications modes in meeting Northern needs.

The Inukshuk Project established new communications services in some communities and used ANIK-B to initiate an Inuktitut television network, a concept which is new to the North. These factors directly meet the goals of the ANIK-B rogramme, but differentiate the Inukshuk Project from most of the ANIK-B experiments. Nalaakvik II (Taqramiut Nipingat Inc.) bears some similarity to the Inukshuk Project, but it builds upon a Hermes satellite experiment and operates within the specific context of Northern Quebec. Because it represents an initial effort with broad scope and constitutive elements, the Inukshuk Project must

be understood as a unique experiment in Native-language networking.

1.2 Liaison Committee

A Project Liaison Committee with representatives from ITC and the Departments of Communications, and Indian and Northern Affairs met regularly throughout the three-year period to review quarterly reports and expenditures, discuss Project activities and approve projected budgets. The initial meeting held on November 7, 1978 produced the Memorandum of Agreement which outlined the terms of reference for the Project in general and the Committee in particular. Detailed quarterly reports were submitted on a regular basis by the Operations Manager. In addition to numerous Inukshuk staff meetings with the DOC, the Committee met at times specified in Item 1 of the Appendix.

Early in the planning phase of the Project, staff arranged to meet with several organizations which had participated in earlier satellite experiments. This proved extremely useful in planning design and implementation. In addition to the ANIK-B Information Exchange Meeting held in Ottawa in October 1977, the planning of experiments might include the distribution of reports on earlier projects and information meetings with former satellite users.

Summary & Conclusions

Inukshuk staff maintained regular contact with a Liaison Committee which was useful because it was small and its members well informed. Inukshuk arranged meetings with organizations which had participated in earlier satellite experiments and found

this extremely useful in planning Project design and implementation.

Recommendations

That future satellite programmes consider; distribution of reports of earlier experiments to current project planners; and the arranging of meetings of former and current satellite users.

1.2 Research Approach

Like earlier interactive satellite programmes, ANIK-B involves short-term experiments to demonstrate applications of new technology. The experimental goal was to derive new information about the application and operational feasibility of interactive satellite technology rather than to test specific hypotheses. This re-enforced the use of a research approach which, as a component of the Project, documents the process of implementation, analyzes what was produced through the Project, and evaluates effectiveness in relation to stated goals. This approach has been used successfully to evaluate earlier communication experiments in the North (Hudson, 1974; Hill and Valaskakis, 1979).

The framework for evaluation of the Inukshuk Project was specified in the ITC Anik B Pilot Proposal (1978: 12):

> An external evaluator will be hired to work with the Anik B project staff on a part-time basis for the duration of the project. His or her job will be to assist the staff in the selection and utilization of evaluation techniques and to help with the analysis of data. An attempt will be made to commit one person to this job for the full three years of the project to ensure consistency of approach and minimize the disruptive effects on the operation of the project.
>
> The overall evaluation scheme will be designed with the assistance of this evaluator but with primary input from the project director, ITC's executive, Anik B project staff and other participants. All staff members, individuals and groups participating in the Anik B project will be asked to contribute to the evaluation process by assessing the project throughout its duration from the perspective of their own role and involvement. Different evaluation methods will be used for the different aspects of the project.

This statement, the unique nature of the Inukshuk Project and the stated goals of the ANIK-B Communications Programme support the need to understand the Inukshuk Project as a process and to

analyze products of the experiment. This includes 8 basic elements: 1) involving Project participants in information gathering for the evaluation; 2) documenting Project implementation; 3) analyzing what was produced through the Project;4) evaluating effectiveness in relation to stated goals; 5) indicating response to Project accomplishments; 6) assessing technical installation and operation; 7) considering the cost of demonstrated and projected communications systems; and 8) providing conclusions and recommendations which relate to participant concerns and future projects.

Because Inukshuk was a 3-year Project focussed on specific goals, evaluation assumed a formative dimension. The Project was implemented in five phases. Interim reports submitted in September, 1979, and September, 1980, discussed Project implementation for those time periods. Given the active participation of Inukshuk staff in the process of evaluation, information provided for the reports was important to the on-going Project, particularly in respect to training programmes and staff roles. The final report details the five inter-related phases of the Project and includes data on the use of and response to the live satellite experiment. This information was used in the final wrap-up phase to plan future production capability and related staff, training, and equipment needs. Drafts of the three reports were discussed among staff and, insofar as possible, community participants, all of whom were consulted on recommendations contained in the report.

This research approach has the advantage of involving

Project participants in setting evaluation questions and providing the information with which to answer them. This assures relevant research and co-operative information gathering and documentation without undue burden to the Project. In addition, because evaluation demands less field work, it is less expensive. On the other hand, reports may tell us more about the mechanics of project development, production output, community participation and spin-offs than about its meaning to and impact on individuals in the communities. The approach taken here is appropriate for the Project. Focussing on questions set by sponsors and participants and working within a formative context, conclusions emerge which are relevant to future projects and directions of impact and further research.

1.4 Information Gathering

This Report synthesizes information gathered from nine major sources:

1.4.1 Interviews, Meetings, and Field Work

An initial (hiring) meeting was held with Inukshuk staff on October 31, 1978. Throughout the following 3 years, interviews and field work among Project staff and participants were scheduled to maintain contact with the implementation and assess specific activities. In addition to regular telephone discussions, information was gathered at specific times specified in Item 1 of the Appendix.

Meetings and field contact were supplemented by written and verbal information from staff in Ottawa and the northern communities. Interviews were held with participants and staff

during and at the completion of each major activity, and with a number of community resource people involved with the Project. Because all Inukshuk staff have been directly involved in assessing Project implementation, workshops and wrap-up sessions were particularly important to evaluation.

Summary & Conclusions

Given the research approach, the amount of contact with Inukshuk staff and their activity was optimal during the 3-year period.

1.4.2 Inukshuk Reports and ITC Documents

Throughout the Project, all documentation was duplicated and sent to the evaluator, including quarterly and staff reports, working papers and relevant correspondence. Quarterly reports submitted to the Department of Indian and Northern Affairs were particularly useful in summarizing the schedule and activities of implementation. Internal reports on major Project activities, the minutes of weekly staff meetings held via satellite, and information gathered by staff in the northern communities were important avenues of feedback for assessment. In addition, ITC's Feasibility Study (1977) and Project Proposal (1978), agency reports and relevant articles provided further information.

Summary & Conclusion

Activities of the Inukshuk Project were well documented on a consistent basis. This material provided valuable data for Project evaluation.

1.4.3 Interim Evaluation Meeting via Satellite

An interim Evaluation meeting was conducted by satellite during the week of January 26-30, 1981. This meeting was planned

to update Project information and test the effectiveness of the satellite for evaluation purposes. Using the satellite eliminated lengthy interruption of programming as well as the cost of bringing Community Co-ordinators together with other staff for a week-long meeting. The entire week's 16.5-hour programme schedule was allotted to the meeting. Additional audio time was made available by CRC. All Inukshuk staff participated in the evaluation. The Operations Manager, Programming Co-ordinator, and Supervising Technician joined the Project Director in Baker Lake; The Evaluator and Consulting Technician were in Frabisher Bay. An agenda and a series of questions were tele-copied to the Community Co-ordinators a month in advance of the Meeting. In addition, the co-ordinators attempted to carry out local surveys for the evaluation.

Nineteen hours and 45 minutes of satellite time were made available for the meetings, 3 hours and 15 minutes of which was audio only. The audio-only time was used to extend small-scale and full meetings held Monday through Thursday, but the overall schedule did not exceed Inukshuk's allotted 16.5 hours. Technical problems occurred on the first two days, but were corrected without major disruption in the schedule.

The test demonstrated that the interactive system was an effective substitute for a face-to-face meeting at the interim-evaluation stage. Participants noted that meetings held via the satellite were qualitatively different from face-to-face meetings. Because the majority of the staff had used the satellite for weekly meetings since September, they were familiar

with the verbal and non-verbal cues of most participants. But even with this advantage, staff agreed that the medium influenced the type of issues brought up and the manner in which they were discussed. Participants thought the system efficient for information transfer but ineffective for discussion of certain issues. The following points emerged:

a. Technical problems produce a certain amount of frustration and repetition during meetings.

b. Participants come to the meeting well-prepared and on time. The formality of the meeting encourages precise answers to questions and discourages discussion. This results in shorter, more effient meetings but limits the insights and energy that emerge from informal discussion.

c. Problems which are controversial or personal are not readily discussed over the satellite because the medium is public, formal, and tends to magnify the emotional tone of discussion.

e. The design of group participation influences the effectiveness of the meeting. In this case, several staff were assembled in Frobisher Bay and Baker Lake to talk with staff in the other four communities. At the time, "sub-meetings" seemed to be going on among the larger groups which tended to make the community staff feel isolated.

f. The medium tends to magnify problems caused by dialect and language differences.

g. Tele-copied and graphic materials are an important supplement to information covered during the interactive meeting.

Summary & Conclusions:

The ANIK-B system provided for an efficient interim evaluation meeting without extensive travel or disruption of the satellite schedule. The medium influences the type of issues brought up in meetings and the manner in which they are discussed. As a result, the system is efficient for information transfer but ineffective for discussion of controversial or personal issues.

1.4.4 Inukshuk Programme Schedules and Broadcast Logs

Programme schedules for 16.5 hours of weekly broadcasts were prepared by the Community and Programming Co-ordinators during staff meetings held over the satellite. Schedules were arranged ten days in advance and finalized on the Friday before each broadcast week. Typed schedules were tele-copied to the communities and mailed to the Evaluator.

Consistent lead-time was not maintained throughout the Project, but revised schedules of programming broadcast over the system state time and duration of segment, programme title and description, producer, and broadcast mode. This information was supplemented by minutes of satellite staff meetings, Canadian Radio and Television Commission (CRTC) programme logs, and a detailed log kept at the Frobisher Bay Studio which included the following data on programming for each broadcast day: date, time, originator, topic, general target audience, communities participating, broadcast modes and format, number of questions from each community, length of programme, comments, problems, and any available information on community participation and

feedback. This data was analyzed by computer to determine Inuit use of the live satellite experiment. Information was not fully complete for each programme, as noted in the analysis. However, use of the computer meant that substantial information was available at the final wrap-up session for discussion of future broadcasting plans.

Within the research design the Community Co-ordinators kept centralized records of their work and Inukshuk programming. This provided for Inuit field workers directly involved with the Project and eliminated the need for field work by the Evaluator in all communities. The satellite and the role of the Programming Co-ordinator facilitated the gathering and discussion of information on a regular basis. As a result, staff in the communities were not overburdened and information on community participation was relatively immediate and consistent. On the other hand, data on community response is less complete, as noted in the section on surveys.

Non-Inuit staff and differences in Inuktitut dialects re-enforced the use of English in reporting information over the satellite. This eliminated the need for translation in data analysis, but it may also have influenced the amount and nature of the information transmitted and received.

Summary & Conclusions

Programme schedules and logged information on 12 programme factors were analyzed to determine Inuit use of the live satellite experiment. This data was provided by the Community Co-ordinators and recorded by the Programming Co-ordinator, a

system which worked well for gathering information on community participation and programming. Computerized analysis was important to providing information at the final Wrap-up session for discussion of future plans.

1.4.5 Local Broadcast Logs

With the exception of Igloolik, which decided against local transmission, all Project communities had local broadcast capability by late Fall, 1980. A variety of local programming was produced, details of which were logged by Community Co-ordinators (CCs). This information documents Inuit use of local transmission during the Project.

Summary & Conclusions

Logs kept by Community Co-ordinators provided information on Inuit use of local transmission during the Project.

1.4.6 Inukshuk Community Surveys

Short surveys were conducted by the Community Co-ordinators in five Project communities to document Inuit responses to Inukshuk programming. No survey was mounted in Igloolik because Inukshuk programmes were not received in individual homes.

In mid-January, 1981, a first survey was done in Baker Lake, Eskimo Point, Cambridge Bay, and Pond Inlet using different methods. In Pond Inlet, 141 forms were distributed directly to households; 17 were returned. In Cambridge Bay, 200 forms were distributed through school children; 37 were returned. In Eskimo Point, two Inuit surveyed 74 households. In Baker Lake, three people surveyed 108 households by telephone.

The January surveys were conducted during Inukshuk

broadcasts and asked adults in each household three questions: Do you have a TV? What channel are you watching? What do you think about Inukshuk programmes?

Given the success and efficiency of Baker Lake's telephone survey, this method was chosen for a second round of community surveys in early May.

In the first week of April, 1981, a house-to-house survey was organized in Frobisher Bay. Six high school students distributed forms asking adult Inuit the same three questions as in January in the other communities. The survey could not be completed during Inukshuk broadcasts, but 70 households were contacted of which 9 were in the adjoining community of Apex. The supplement this data, a telephone survey was planned for early May.

The timing of the surveys was planned to assess community response during the middle and toward the end of the Inukshuk Project. In fact, the Project extension and Inukshuk production schedules meant that there was considerable repetition on the network by late Spring. This was juxtaposed with play-off hockey games on CBC. These factors influenced the May survey. In retrospect, November and February would have been more appropriate periods for surveying Inuit response to Inukshuk programming.

CBC carried out a survey of television viewing patterns in three Northern communities in early Spring, 1981. They agreed to include one community which received Inukshuk programming and selected Pond Inlet. The CBC data on viewer response to

programming is noted in the discussion on feedback.

Summary & Conclusions

Short surveys were conducted in five Project communities during January, April, and May, 1981. Telephone proved the most effective survey method to provide Inuit response to Inukshuk programming. In retrospect, November and February would have been more appropriate survey periods.

1.4.7 Inukshuk User Survey

In March, 1981, all organizations who used the Inukshuk satellite network were asked to comment on the effectiveness of the system in meeting their needs. Local groups were given forms by the CCs . These were mailed to other users. Response was uneven, but included 35 local groups from 5 participating communities, and 5 agencies or organizations. Survey results indicated current and proposed use of the interactive system.

Summary & Conclusions

A survey of organizations which used the interactive satellite network provided information on the effectiveness of the system in meeting their needs.

1.4.8 Videotape Distribution Records

In late 1979, the Inukshuk Project began distributing videotapes to 11 communities which were not included in the live satellite experiment. In addition videotapes were sent to the ground station communities for local transmission or use.

Each community with an Inukshuk playback unit identified a contact person for local distribution of videotapes. Tapes were sent by the VTR Librarian/Secretary in Ottawa, who kept records

on general distribution. These records indicated the number of tapes received in each community and how many were returned. Tapes were available to the communities for an indefinite period to allow maximum viewing and return dates have been irregular, particularly during the summer of 1981.

Summary & Conclusions

Videotape distribution records documented the number of tapes received in and returned from communities serviced through the Inukshuk Project.

1.4.9 Videotape Distribution Surveys

Each community which received Inukshuk videotapes was telephoned at irregular intervals by the VTR Librarian/Secretary. Contact people were asked nine questions about videotape distribution, screenings, and community reaction to programmes. This provided general information on the distribution system, but little data on community involvement or response. As a result, surveys were conducted in 3 of the 11 communities which were not included in the live satellite experiment.

The Evaluator spent the period from January 31 to February 3, 1981, in Lake Harbour. With the help of two teaching assistants, a house-to-house survey was carried out among 40 of the 43 households. Forms were completed, which asked 20 questions about videotape screenings in the community, and the programmes provided through Inukshuk. Using the same form, surveys were conducted through contact people in two additional communities: Jim Currie organized the survey in Broughton Island; Randy Bergen did the same in Gjoa Haven.

Summary & Conclusions

To supplement information gathered by telephone on videotape distribution, surveys were conducted in 3 of the 11 communities not included in the live satellite experiment. Survey data indicates the nature and extent of videotape playback in these communities and Inuit response to programmes distributed through the Inukshuk Project.

2.0 GOALS OF THE INUKSHUK PROJECT

The goals of the Inukshuk Project can best be understood in terms of Northern Communications developments, and Inuit Tapirisat's continuing efforts to improve communication services for Inuit in the Canadian North.

2.1 Historical Perspective

Communication modes, technologies, and access have played important roles in Northern social history. Until the introduction of radio and airplanes in the 1920s, communication in the North was limited to face-to-face interaction and defined by transportation routes. As various agencies moved into the North, two information systems developed, one in English, another in Inuktitut. Little information was shared between non-Native and Inuit people.

Missionaries introduced syllabic and Roman orthography systems for writing Inuktitut in the late 1800s. By the early 1900s, large numbers of Inuit were literate in their native language. Several factors, however, limited information transfer among Inuit, and between Inuit and non-Native people. Three different orthographies were applied to a language which was basically similar throughout the North. This may have re-enforced dialect differences and regionalization, factors which affect communication among Inuit today. Inuit in the Western Arctic adopted English earlier than those in the Eastern Arctic. The latter remained literate in Inuktitut, but prior to 1972, only 9 secular books and 4 periodicals were published in

syllabic orthography (Mayes, 1972).

The introduction of radio did not provide needed information for Inuit adaptation and decision making. Broadcast and HF radio were important to Northern agencies by the 1930s. The CBC Northern Service was formed in 1958 to provide consistent radio service to the North. The first Inuit producer was hired in 1960, and by 1972, 17% of CBC shortwave Northern Service was in the Inuit langiage. Radio now carries substantial amounts of Inuktitut programming and local access is being extended to many Inuit communities. Northern television, however, has followed the pattern of earlier media introduction.

In 1967, television programming was introduced to the first of 17 communities in the Western Arctic through delayed transmission of videotapes in 4-hour packages. This service was extended to one community in the Eastern Arctic, in 1972; Frobisher Bay. In the same year, Canada launched its first domestic communications satellite. "Frontier Coverage Package" television included no native language programming, and satellite transmissions have limited Inuktitut broadcasts to less than an hour weekly.

2.2 Current Background

The ANIK system, in operation for 8 years now, provides high-quality telephone service to the 25,000 Inuit living in 57 communities across the North. But it also transmits daily, 16 hours of English (and some French) television programming through the Northern Service of the CBC. The network broadcasts 112 hours of weekly television programming. Very little is about the

North, and in fact, less than one hour per week is actually in Inuktitut.

Both the CBC and the Government of the Northwest Territories (GNWT) have current programmes to accelerate northern access to CBC television. By 1981-1982, 29 communities with a total Inuit population of 20,034 will be served by the Network. A CBC survey of Inuit in the Keewatin region found that, in March 1979, 9 out of 10 people own a television set and watch an average of 3.5 hours of television per day (CBC, 1979).

Apart from CBC Northern Service, increasing amounts of English-language, southern television are becoming available on an off-satellite basis. In Frobisher Bay, Eastern Arctic TV has installed a satellite reception dish and local transmission facilities. The company offers two American channels to 318 subscribers (April 1981) for an initial fee of $150 and monthly charges of $25. It plans to increase its operation to five channels in the Fall of 1981. In addition, a videotape distribution club in Frobisher Bay sells half-inch playback equipment and rents videotapes to communities across the Northwest Territories.

In February, 1981, the CRTC heard 13 applications to extend radio and television service to remote and northern areas of Canada. The Commission approved the application of Cancom, a company offering a package of programming from 4 television and 8 to 10 radio stations. To receive Cancom, communities are required to purchase ground-station equipment and submit monthly fees of $4 per subscriber.

These developments have made Inuit vitally aware of the need for an effective Inuktitut communication system in the North.

2.3 Inuit Tapirisat of Canada

Inuit Tapirisat of Canada, meaning "Inuit becoming united", is a non-profit organization founded in 1971 by a committee of Inuit to provide an avenue for Inuit in the Arctic to speak with a united voice. The organization is run by a 12-position Board of Directors which includes representation from six regional associations. The executive are elected in a general election in which all Canadian Inuit are eligible voters. Regional Inuit associations operate with considerable autonomy, but ITC is actively involved in providing effective options and services which relate to Inuit culture, language, identity, and lifestyle across the North. One of ITC's organizational aims is to improve communications among Inuit communities.

In August, 1975, ITC established a communications programme to research the needs for improved communications for Inuit and to establish projects to meet those needs. Initial research identified communications priorities to be reliable telephone service, Inuktitut-language radio and television programming, and portable HF radio for use on the land. The ANIK satellite system, Government-agency interest, and the work of ITC and other Inuit organizations have led to high-quality telephone and improved radio service throughout the North. However, as Inuit have become increasingly responsible for their own economic, political, and social development, other technologies have taken on new importance.

> Inuit organizations consider telex, facsimile and teleconferencing capability to be essential tools in the fast-paced worlds of finance and politics. Tele-medicine and tele-education are viewed as one solution to a widely dispersed population with rapidly expanding medical and educational needs. (Green and Simailak, 1981: 3). In addition to stressing the need for new services, ITC has worked to change the structure of the communications systems in the North to better reflect the language, culture, and priorities of the Inuit served.
>
> The current telecommunications system has been designed to maximize the ease and efficiency of South to South and South to North communications. The broadcasting system is a one-way flow of programming from the South to the North with virtually no input from Northerners. Although the structure of the existing domestic satellite system has been poorly adapted to meet Inuit and Northern needs, it is ITC's position that the system has the technical capability to reflect the requirements of its users. It is also the organization's position that a communication system structured to meet Northern needs is a key factor in the growth and development of the Inuit as a people. (ITC Anik B Pilot Proposal 1978: 2).

ITC has been particularly concerned with broadcasting in the North. During the past five years, the organization has intervened at numerous CRTC Hearings in an effort to pressure CBC television to include Inuit-language and northern programming. This continued concern motivated ITC to propose the ANIK-B Project to further Inuit knowledge and experience in designing and operating communications systems to meet Northern needs. The Inukshuk Project provides the first opportunities for ". . . Northern users to test out different communications configurations in a variety of situations for the purpose of testing their relative merits. . . for information necessary to assist northerners in defining an operational telecommunications system that is a genuine response to their

needs, and. . . to carry out a pre-test that relies on existing means of communications in order to rigorously examine the benefits of live satellite transmission capability." (ibid.). The goals of the Project address these general aims in specific terms.

2.4 Project Goals

During the past 5 years, ITC has worked toward establishing new communications services in the North and changing the structure of the current communications systems to better reflect the language, culture, and priorities of the Inuit served. This continued concern motivated ITC to propose the Inukshuk Project under the ANIK-B Communications Programme, an experimental programme which established the conditions necessary to demonstrate and assess relevany distribution systems as viable and/or effective for communication to and among Inuit communities. The Inukshuk Project was proposed to further Inuit knowledge and experience in designing and operating communications systems to meet northern needs. In addition to implementing and operating different distribution systems, the Project required training and production facilities to provide Inuktitut programming for the pilot project. The stated goals of the Inukshuk Project and the manner in which each was achieved, follow:

1. Provide information to Inuit about issues relevant to their lives through the distribution of videotapes and films by local screening, broadcasts, etc.

Through the Inukshuk Project, 15 communities in the NWT

acquired .75-inch videotape playback units. Linkages between these communities and the Project were established through individual Inuit. Inukshuk selected 107 videotape or film programmes which were relevant to Inuit, duplicated 10 copies of each and distributed them on a regular basis to the communities, and to Labrador (through the Labrador Inuit Association) and to Quebec (through Taqramiut Nipingat Inc). Each community received an average of 90 videotapes, about 87 programmes of particular relevance. In addition, the Project established an ANIK-B network among 6 communities in the NWT. This provided 16.5 hours of Inuktitut programming each week for a period of 8 months.

2. Assist Inuit organizations to communicate with their people, both giving and receiving information, through the use of videotape and film.

Staffing and production components of the Inukshuk Project were designed to establish programming links between the communications systems and Inuit organizations on local, regional, and national levels. Community and Regional Co-ordinators and production stsff were highly successful in promoting and producing Inuktitut programming, with Inuit organizations. Forty-four local Inuit groups participated in inter-active meetings using the ANIK-B system, in addition to a variety of regional and national groups and some commercial users. Inukshuk staff also co-produced videotapes and films with Inuit organizations through training sessions and the Keewatin Regional Production Centre.

3. Train Inuit in the techniques of communicatig information and

ideas to people through the use of videotape and film.

The Project included training programmes for Regional Co-ordinators and Production Centre staff; Training workshops for Studio personnel and Inuit involved in community-level co-ordination; and individualized training for community film-makers. In addition, staff trained assistants and volunteers to use and maintain the ANIK-B system on a local level, ans students were trained through the Project.

4. Train Inuit in film and Video production.

The Project included an 8-week training programme in which 6 Inuit gained general skills in media production and use, and a 4-month video and film production training course in which 7 Inuit received substantial training. In addition, 6 Community Co-ordinators received general production training and 6 community film-makers were trained in film and video production on an individualized and in-house basis. Finally, Studio staff, students, community assistants and volunteers, received production training through workshops, courses, and "hands-on" experience.

5. Provide support to existing Inuit broadcasting projects and film, video production centres through production contracts, training, etc.

Inukshuk Project design included local television transmitters for Nunatsiakmiut in Frobisher Bay and Pond Inlet Community Television. Initial training and production were arranged through these organizations to provide support for their equipment and production needs. Both groups continued to work

with Inukshuk staff on programming for the ANIK-B network, and both provided videotapes for the community distribution system. Inukshuk also contracted with individual Inuit to produce 3 films, one of which was arranged through Nunatsiakmiut. Finally, two production workshops for Studio staff included staff from Nunatsiakmiut.

6. Encourage the development of Inuit-language and culture through the production and distribution of Inuit films and videotapes.

The Project represented a significant extension of current production and distribution of Inuit films and videotapes. The Inukshuk communities produced a total of 34 hours and 15 minutes of pre-taped programming over and above live productions which were pre-taped and aired, and about 45 hours of unedited programming in addition to many hours of raw footage. Five of the communities also did local television programming. A total of 19,422 minutes of network programming was produced over the run of the Project. Finally, the Inukshuk videotape distribution system circulated 107 programmes of relevance to Inuit.

7. Make the CBC Northern Television Service more responsive to Northern needs through the sales of Inuit programming to CBC, etc.

The Inukshuk Project intended to encourage CBC to increase the amount of Inuktitut television aired weekly, the amount of programming bought on contract, and the number of Inuit on staff. CBC co-operated with the Project by advertising Inukshuk Programming, loaning its Yellowknife editing facilities to the

Central Arctic Regional Co-ordinator, sharing survey information, and intervening at a CRTC hearing on behalf of the Inuit Broadcasting Corporation's licence application. Through the Project, CBC bought and broadcast two programmes made by the Keewatin Regional Production Centre and contracted with the Centre for 4 Sesame Street segments, and work on two Christmas Specials. As a result, of the ANIK-B Communications Programme, Inuit established the Inuit Broadcasting Corporation to provide regular Inuktitut programming on northern television. In the summer of 1981, CBC agreed to release time for the airing of IBC programming. Long-term plans may encourage the two networks to share an additional satellite channel dedicated to the North.

8. Carry out a Project on the ANIK-B satellite with the following objectives:

a) To assess the usefulness and cost of instruction and information exchange for adults by satellite.

b) To test the usefulness and cost of conducting educational classes for children via satellite.

c) To test the efficiency of decision-making and the efficacy of meetings held via satellite to determine the cost-benefit of these services.

d) To test the economic viability of an Inuit television broadcasting service.

To meet these objectives, Inukshuk programming during the live satellite experiment was planned within four categories: adult education, children's education, meetings, and Inuit broadcasting. The Project broadcast the following minutes of

rprogramming in each category:

adult education 1104 minutes

children's education 1593 minutes

meetings 7202 minutes

Inuit broadcasting 8165 minutes.

As part of the Project, staff gathered information on programming and user/viewer response. Researchers analyzed programming data, user and viewer surveys, and the costs of different communications systems demonstrated through the Project.

Taken together, the goals of the Inukshuk Project complemented each other in purpose and activity. Basic objectives provided varied media training for Inuit, relevant Inuktitut television programming through local-level production, inter-active transmission and videotape distribution, and assessment of the efficiency and effectiveness of an Inuit television service through short-term experiment. Documentation of Project implementation and subsequent analysis of programming, viewer/user response and system costs indicate that the Inukshuk Project attained all its state objectives. The Project was fully successful in demonstrating different communications systems which could meet the needs of Inuit communities, and in acquiring the information necessary for the establishment of new communication services in the North. As a direct result of the Project, the Inuit Broadcasting Corporation was established to provide Inuktitut television programming to northern communities on a permanent basis.

3.0 PROJECT TIME FRAME

3.1 Initiation

ITC's communications programme was established in 1975 with two Communications Officers; Lindsay Green and Aani Palliser. Both did research on Inuit communications needs, priorities, and services. Working within the mandate of the programme, Green researched the feasibility of implementing an ANIK-B experiment among Inuit communities. The ITC Feasibility Study was completed in December, 1977.

As a follow-up to the Feasibility Study, ITC contracted with the Department of Indian Affairs on February 27, 1978 for a northern planning trip to assess Inuit training and production needs. Working in co-operation with the National Film Board, Palliser went north in March. Information was gathered to assess the needs and design subsequent training courses. During the same period, Green prepared the ITC Anik B Pilot Proposal which was submitted to the Departments of Communications and Indian and Northern Affairs, and subsequently to Treasury Board.

3.2 Approval

On May 5, 1978, the Department of Communications accepted the ITC Anik B pilot project stipulating a six-month satellite experiment beginning September, 1980. Acceptance was contingent upon approval of funding by Treasury Board through the Department of Indian and Northern Affairs. Funding approval was tenuous throughout the summer of 1978 (see ITC News, June, 1978: 1-3). However, the proposal received considerable support from Government, university and private individuals and, on September

27, 1978, Treasury Board approved the Department of Indian and Northern Affairs funding submission for the Project.

The funding submission provided ITC with $1.9 million over a 3-year period for Project Implementation. On November 7, 1978, a Memorandum of Agreement was signed between DINA (Department of Indian and Northern Affairs) and ITC outlining Project specifics as of November 1, 1978.

The period of Treasury Board's indecision definitely delayed Project implementation, although less than might be expected. Staff positions were advertised in anticipation of approval. In addition to Operations Manager Lindsay Green, Project Director David Simailak was hired by November 1 and, on November 7, a budget for the period between November 1, 1978 and August 31, 1979 was approved by the Liaison Committee.

3.3 Extension

In the summer of 1980, the Department of Communications announced that a limited number of ANIK-B Projects would be eligible for extended satellite time within the Programme. ITC submitted an Anik B Phase II Pilot Project Proposal on September 22, 1980. On January 8, 1981 ITC received a letter from the Assistant Deputy Minister (ADM), of the Space Programme confirming in principle the Project extension. A follow-up letter from the Director of the Space Communications Programme Office confirmed that, after an assessment of the resource requirements, the Inukshuk Project was extended until May 31, 1981. On February 13, the Project Director informed the DOC that ANIK-B transmission would end on May 15 so as to include a staff

Wrap-up session to conclude the Project. The extension did not provide for additional funding and ITC's initial budget was stretched to prolong the experiment for the 3-month period. In addition, initial programme production was not planned for an 8-month period. The extension did initiate additional Inuktitut programming, but taxed production resources. At the same time, however, it provided important continuity for future broadcasting plans.

3.4 Time Table of Project Implementation

The 3-year Inukshuk Project was implemented within five phases, each with respective time periods and tasks. The tasks established a Work Plan which was projected on a yearly basis.

Initial delays in funding meant that the projected time table for each for each phase was revised as the Project began. Implementation projected the following phases and time table:

a.	PLANNING AND TRAINING PHASE	November 1, 1978-March 31, 1979
b.	TRAINING AND PRODUCTION PHASE	April 1, 1979-March 31, 1980
c.	PRE-TEST PHASE	April 1, 1980-August 31, 1980
d.	OPERATIONS PHASE	September 1, 1980-February 28, 1981
e.	WRAP-UP PHASE	March 1, 1981-December 31, 1981

The Time Table was further revised to include a 3-month extension of the Project.

In the Fall of 1979, Inukshuk operations and technical staff met with several groups which had mounted earlier satellite projects. These groups' experience indicated the need for a

satellite test period to train on-site staff with operational equipment. As a result, Inukshuk adjusted the start-up date of the ANIK-B Programme from September 1 to October 1, 1980. The Department of Communications was informed of this change on December 19, 1979. The Project used the month of September as a training period for the interactive system.

Operations and systems design, testing and installation of equipment proceeded with workable time adjustments. However, Inukshuk awaited delivery on long-overdue local transmitters for the ground-station communities. This led to a 2-month delay in home reception of Inukshuk programming in four ANIK-B communities.

Specific activities were emphasized during each phase of the Project, but were not bounded within each time period. In particular, training and production continued on various levels during the Pre-test and Operations Phases of the Project.

During implementation the Time Table for each phase of the Project implementation was revised as follows:

a.	PLANNING AND TRAINING PHASE	November 1, 1978-March 31, 1979
b.	TRAINING AND PRODUCTION PHASE	April 1, 1979-May 31, 1980
c.	PRE-TEST PHASE	June 1, 1980-September 30, 1980
d.	OPERATIONS PHASE	October 1, 1980-May 15, 1981
e.	WRAP-UP PHASE	May 15, 1981-November 1, 1981

Summary & Conclusions

The Project time table was revised to reflect delayed

funding, Project activities, and a 3-month extension of the operations phase. Adjustments were workable and did not adversely affect Project implementation. Adequate lead-time is critical to effective implementation.

3.5 Implementation Tasks by Phase

Each phase of Project implementation involved the following operations and production tasks:

3.5.1 Planning and Training Phase

a. ITC hires Project Director and Project Director hires complete project staff.
b. Carry out training programme for regional co-ordinators.
c. Trainees produce videotapes as part of training programme including tape describing ANIK-B Project.
d. Trainees carry out distribution of trainee tapes in Pond Inlet and Arctic Bay.
e. Project Director and staff review experiences of CTS experimenters.
f. Identify regions for live transmission phase.
g. Identify location for regional production centre.
h. Develop technical training programme for film makers.
i. Conduct initial consultation in regions to:
(a) identify programming needs and potential program producers;
(b) identify potential experimental communities;
(c) identify interested trainees for training programme.
j. Project director to consult with relevant organizations re their role in ANIK-B including Nunatsiakmiut, PIC-TV, ICI, etc.
k. Arrange initial programme production contracts with Nunatsiakmiut, PIC-TV Society and freelance film makers.
l. Develop an Evaluation Strategy.
m. Prepare ANIK-B information kit.
n. Negotiate with Department of Communications to finalize contract for use of ANIK-B satellite.

Operations Tasks

a. Field trial playback equipment to decide upon community distribution system.
b. Purchase production centre equipment.
c. Assess studio requirements for ANIK-B live transmission phase.
d. Determine design of audio equipment for ANIK-B

interactive communities.

3.5.2 TRAINING AND PRODUCTION PHASE

Production Tasks

a. Receive approval for project from local councils of project communities and determine the best site for transmit/receive facilities, studios, screening building, etc.
b. Conduct house-to-house visits in communities that will have an ANIK-B ground station.
c. Distribute information kit and screen videotapes explaining the Project.
d. Negotiate with all communities for responsibility for distribution equipment.
e. Trainees will be enrolled in various training programmes throughout this training and production phase.
f. Train regional production centre staff.
g. Regional co-ordinators will meet with people and organizations in their region to define programming needs.
h. Regional co-ordinators will translate programming needs into TV programmes in one of two ways; either writing up scripts themselves or contracting with individuals or organizations to prepare scripts.
i. Production contracts will be given to Nunatsiakmiut, Pond Inlet Community Television, individual film makers and other organizations.
j. Videotapes will be circulated to communities for local screening as soon as they are available.
k. Negotiations will be carried out with CBC regarding purchase of ANIK-B programming.

Operations Tasks

a. Identify housing needs in ANIK-B communities, either building, purchasing or altering buildings.
b. Identify land requirements in same communities.
c. Apply for local council approval to lease the land required for ground station sites.
d. Arrange contracts to build gravel pads in summer, 1980.
e. Arrange contracts to build or modify buildings to house regional production centre and live studios for interactive transmission.
f. Order audio system equipment, video playback equipment, telemetry system, co-axial cable and other equipment required in the community transmission or reception of the signal.
g. Purchase playback equipment and establish community distribution system in all regions.

3.5.3 PRE-TEST PHASE

Production Tasks

a. Mail or carry tapes to communities and screen for target groups.
b. continue community consultation and field work.
c. Have regional co-ordinators organize and evaluate community screenings.
d. Arrange further production contracts throughout this period.

Operation Tasks

a. Assemble ground stations.
b. Use production studios for production and test equipment in preparation for OPERATION PHASE.
c. Install audio system in community reception sites.
d. Arrange and set up video playback equipment for community screening.

3.5.4 OPERATION PHASE

Production Tasks

a. Continue community consultation and field work.
b. Continually prepare communities and assist their participation in operations phase.
c. Transmit live and taped programmes from transmit studis.
d. Have community co-ordinators assist in community viewing of tapes.

Operations Tasks

a. Monitor all equipment to ensure performance standards are met.
b. Arrange for necessary repair and maintenance of equipment.

3.5.5 WRAP-UP PHASE

Production Tasks

a. Evaluate the programme.
b. Distribute the findings to all participants and all communities.

Operations Tasks

a. Disassemble experimental equipment and arrange to be shipped out.
b. Transfer operations of equipment to communities.

The tasks projected for each phase of the Inukshuk Project were realistic and comprehensive. All but two of the tasks were fully completed through processes detailed under Project implementation. During the Planning and Training Phase, trainee videotapes were not completed in time to distribute in Pond Inlet and Arctic Bay (task d). During the Pre-Test Phase, Regional Co-ordinators organized but did not evaluate community screenings (production task c.), largely because the role of this position shifted during the Project.

As might be expected, tasks other than those anticipated emerged as the Project evolved. These related to licensing of the Network and stations, providing for unanticipated staff positions and minor items noted in the Report.

Summary & Conclusions

In planning to implement the Inukshuk Project, staff projected 50 separate tasks. These were realistic and comprehensive. Only two tasks were not fully completed and few unanticipated tasks emerged.

3.6 Work Plan

The implementation tasks outlined for each phase of the Project formed the basis of a Work Plan which detailed activity on a projected basis. Activity was categorized under nine headings:

Community Co-ordination;
Programme Development;
Training;
Operations;
System Design;
System Testing;
System Installation;
Videotape Distribution; and

Evaluation.

The Appendix includes the Work Plan of accomplished implementation for the period between October, 1979 and October, 1980.

4.0 INITIAL SYSTEM DESIGN

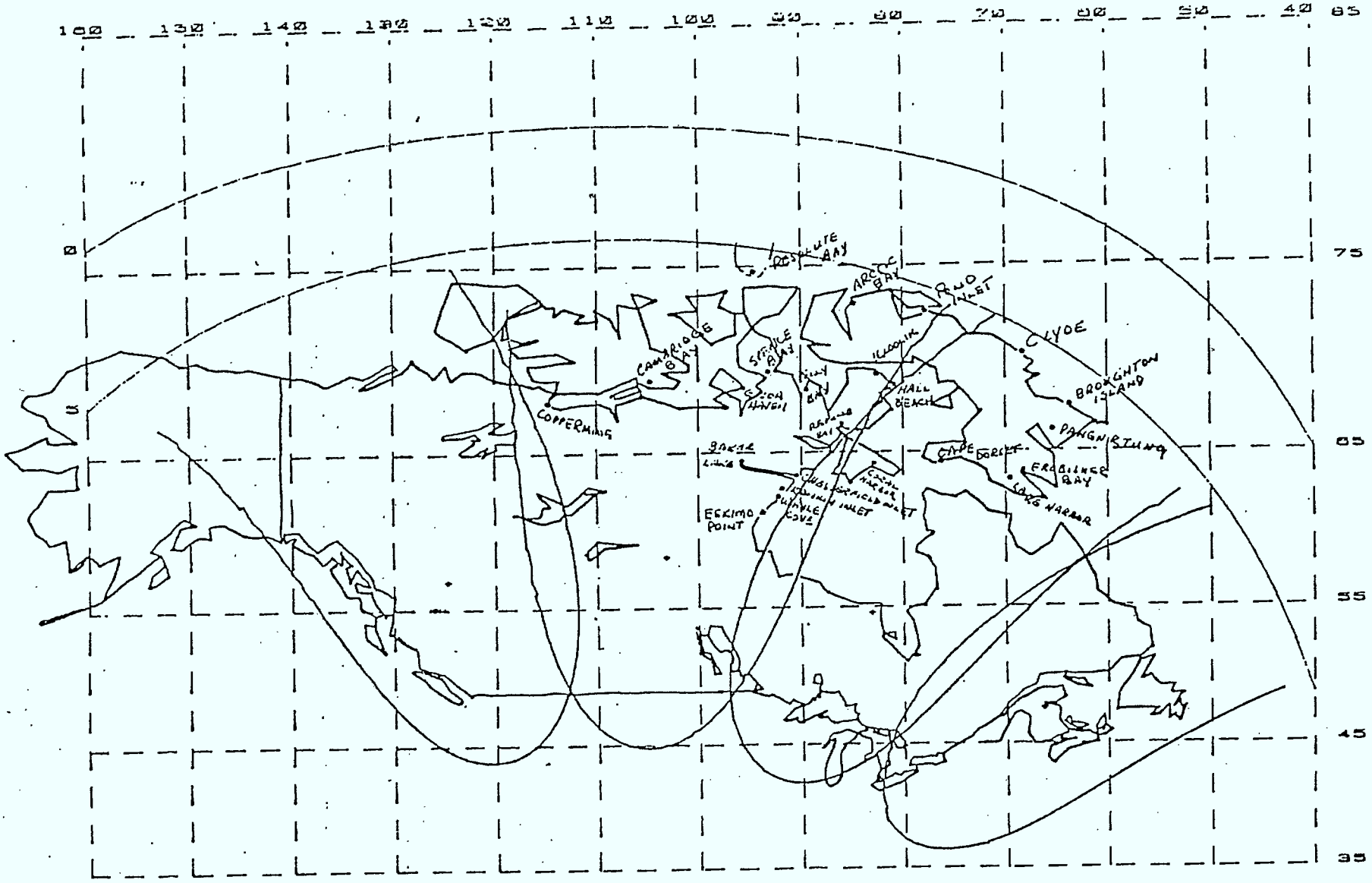
4.1 Anik-B Satellite Network

The Anik-B satellite was designed to transmit television signals among 2 of 4 spot-beam regions. Only one of two western channels and one of two eastern channels can be used at the same time. As such, the satellite was not desinged to maximize the East-West communication basic to an Inuktitut broadcast network.

The initial Project proposal included two trasnmission terminals and 10 ground station communities to provide coverage within the four regions. DOC provided one up-link for the ANIK-B phase of the Project; ITC budgetted $100,000 for a second up-link to allow extended Northern coverage. During the early planning phase, Inukshuk reconsidered the second up-link in relation to cost and the short duration of the experiment.

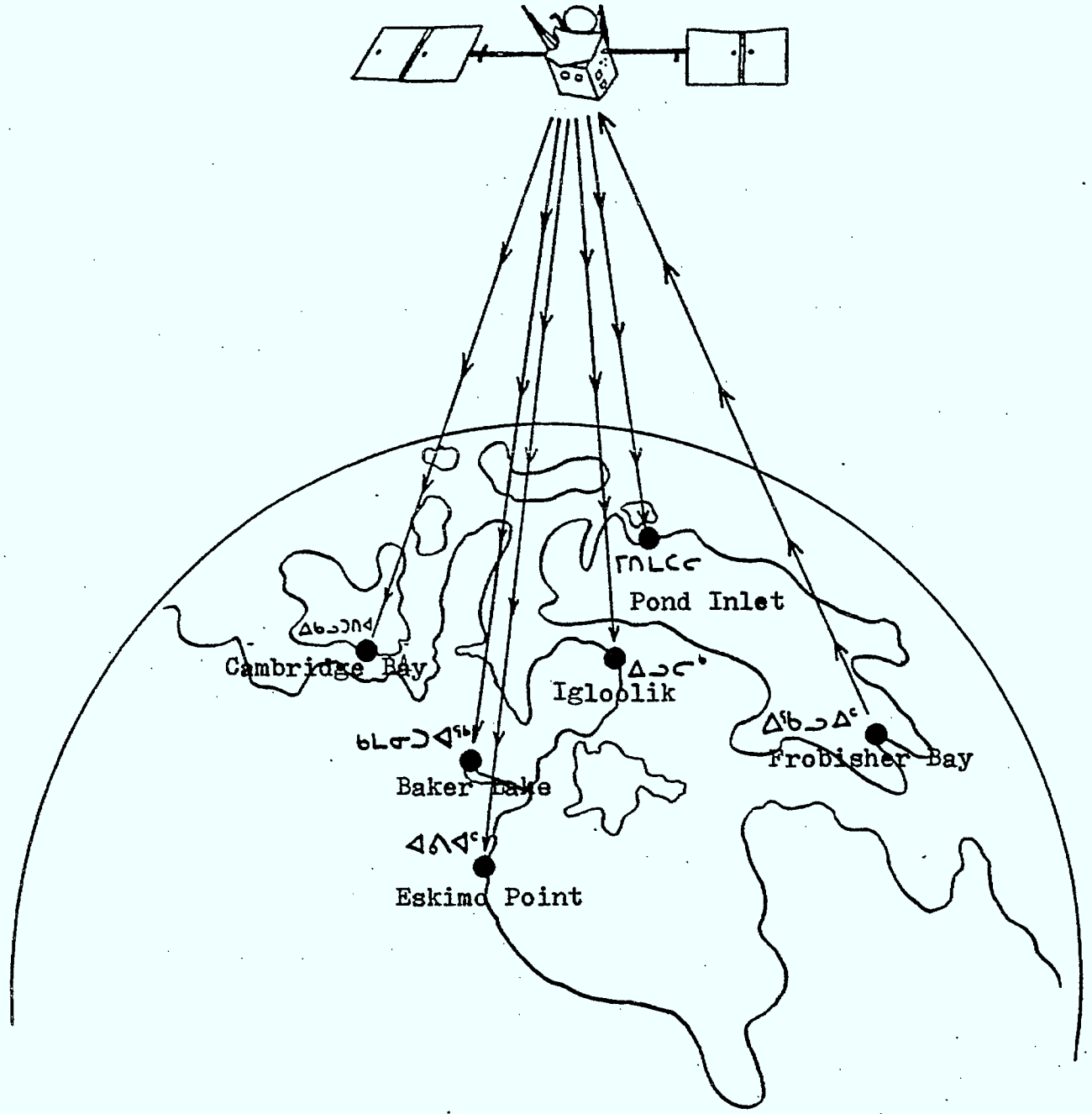
Inukshuk decided to operate with only one terminal and 5 ground station communities. This decision reflects the priority Inukshuk placed on long-term benefits to Inuit communities. Without disrupting the experimental phase of the Project, operating with one terminal allowed more funding for video playback units and distribution, training, and Inuit production.

To maximize coverage during the experiment, Inukshuk chose to operate in the two central regions. Labrador is outside these spot beams and could not receive television signals. Within the



SATELLITE TRANSMIT ANTENNA
EARTH SURFACE EIRP CONTOURS
MILLER VIEW 109W LONGITUDE

19 JAN 79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Eskimo Point

two central spot-beam regions, selection of the six participating communities was based on the following factors:

1. Presence in community of organizations (i.e.) Hunters and Trappers, Education, Land Claims, Old People) and their level of involvement.
2. General level of community organization and involvement.
3. Degree of interest and involvement in communications and in community communications projects.
4. Degree of community commitment to ANIK-B project including making a local body or individual responsible for the project, making a building available, assisting in the gravel pad installation etc.
5. Degree of ease of access to community from outside in order to fix technical problems as quickly as possible.
6. Include resource people from ITC, Land Claims, Legal Aid, ICI in the system.
7. The majority of communities should have television but one non-TV community should be included for comparison purposes.
8. As many regions as possible should be included in the system.
9. As many ground stations as possible should be included at any one time in the live interaction so the spot beam and other technical limitations must be taken into account. (Inukshuk Project Meeting, February 27-March 3, 1979)

Eskimo Point and Frobisher Bay were considered as terminal sites. Frobisher Bay was selected because of its large Inuit population, many resource people, and numerous organizations. In addition, were it not the transmitting community, Frobisher Bay would have been excluded from the Network because of its spot-beam location.

After consultation among Project staff, various organizations and communities, the following ground station sites were approved in the Spring of 1980 by the ITC Board of Directors and the Department of Communications:

a.

Eastern Arctic

Frobisher Bay-transmit terminal

Igloolik

Pond Inlet

b. Keewatin

Baker Lake

Eskimo Point

c. Central Arctic

Cambridge Bay

The six Inukshuk communities were selected partially because they differ from each other in significant ways. On the other hand, the five smaller communities share common structures and services. In Cambridge Bay, a community of 853, a high percentage of the Inuit population speak English, especially younger Inuit. In addition, the dialect and written form of Inuktitut differ from those used in the Keewatin and Baffin Island communities. Baker Lake, population 1007, and Eskimo Point, population 960, are somewhat larger than the Baffin communities of Pond Inlet and Igloolik, both of which have populations of approximately 750. These 5 communities all have active Community Councils, Co-ops, School Committees, Church groups, and Hunters' and Trappers' Associations. All but Cambridge Bay have Women's Auxiliary Groups and Recreation Committees. All except Igloolik and Pond Inlet have active organizations of older Inuit.

Four of the 5 communities receive CBC television and all but Cambridge Bay have community radio stations which broadcast 3.5

to 4.5 hours daily. Igloolik, which rejected the introduction of CBC Television, and is the largest community in Canada without broadcast television, schedules 4 films each week; The other communities schedule one or two. All the Hamlets are served by various airlines 3 or 4 times each week.

Frobisher Bay is a municipality of 2693 with a heterogeneous Inuit population and a large number of non-Inuit residents. As the administrative centre of the Baffin Region, Frobisher Bay has a wide variety of Government and Inuit Agencies, a hospital, a regional high school, and the commercial infrastructure expected in a community of this size. It is served by daily week-day flights to Montreal, and is the centre from which flights originate for Baffin settlements and the Keewatin. The CBC operates Radio Station CFFB and daily television service. EATV, an off-satellite subscription service offering two channels, is operated by local businessmen. Frobisher Bay also has an active videotape distribution club and about 100 households are reported to have .5 inch videotape playback units. At the current time, there is no operating film theatre in the Community.

Inuit in Frobisher Bay are active in a number of resource organizations and local groups, but the size and the heterogeneous composition of the Municipality have meant less community cohesion.

Summary & Conclusions

The ANIK-B satellite system was not designed to maximize the East-West communication basic to an Inuktitut broadcasting network. The second transmission terminal and 5 ground stations

in the initial Project proposal were eliminated in a revised design. This did not disrupt the experimental phase of the Project, but provided additional funding for Inuit training and production. To maximaze coverage within the revised design, Inukshuk selected 5 communities within the two central spot beams and designated Frobisher Bay as the transmission terminal. The 6 communities were well chosen with regard to differences in size, language usage, and media facilities.

4.2 Videotape Distribution System

A community-level distribution system for videotapes was an important part of the Inukshuk Project. This network was designed to provide relevant Inuktitut programmes to Northern communities, including those without access to broadcast television. Fourteen communities within the 4 participating regions were without playback equipment. Labrador Inuit communities were supplied with 3.75 inch playback units through Memorial University's extension programme. The Keewatin communities had similar equipment in the schools. The 6 ground station communities received playback equipment within the Project, and Inukshuk contributed $3000 to PIC-TV, the community playback facility in Pond Inlet. Information on media access in the communities appears on the following page.

Summary & Conclusions

Inukshuk was designed to initiate videotape distribution among Inuit communities, including those without access to broadcast television.

Production Facilities

Both the live satellite experiment and the videotape distribution system demanded increased Inuit production capability. Because Frobisher Bay was selected as the site for the transmission terminal, a substantial production and broadcast studio was required in Frobisher Bay to implement the Inukshuk Project. A regional production centre was established in Keewatin, an area which had no film or video production facilities. Baker Lake was chosen as the site of the Keewatin Regional Production Centre because of its long-term, successful operation of a community radio station and interest in television, community support demonstrated by providing a building for the Centre, potential staffing resources, and good transportation ties with the rest of the Keewatin (Project Meeting, February 27-March 3, 1980).

Summary & Conclusions

To implement the Inukshuk Project, a production and broadcasting studio was required at the Frobisher Bay transmission terminal and a Keewatin Regional Production Centre was established in Baker Lake.

Inukshuk Project Communities

Eastern Arctic:

G Hamlet of Igloolik

P Settlement of Resolute Bay *

P Settlement of Cape Dorset *

P Settlement of Clyde River

P Settlement of Broughton Island

P Settlement of Arctic Bay *

P Settlement of Grise Fiord

P Settlement of Hall Beach

P Hamlet of Pangnirtung *

G Village of Frobisher Bay *

(transmission site)

P Settlement of Lake Harbour

G Settlement of Pond Inlet *

à Labrador:

Nain *

Hopedale

Makkovik

Postville

Happy Valley *

à Keewatin Region:

G Hamlet of Baker Lake *

Hamlet of Sanikiluaq

Settlement of Chesterfield Inlet

Hamlet of Rankin Inlet *

Hamlet of Coral Harbour *

G Hamlet of Eskimo Point *

Hamlet of Repulse Bay

Hamlet of Whale Cove

Central Arctic:

G Settlement of Cambridge Bay

P Settlement of Coppermine *

P Settlement of Holman Island

P Hamlet of Pelly Bay

P Settlement of Spence Bay *

P Settlement of Gjoa Haven

* Communities with broadcast television

à Regions with .75" colour playback available to all communities. The .75" colour playback units in the Department of National Health and Welfare Nursing stations are not available to the communities.

G Inukshuk Project Ground Station

P Inukshuk Project playback unit option

PART II : PROJECT IMPLEMENTATION

"There should definitely be more Inuit programs on television. Once a week is not enough and our children aren't learning what they should from tv. Nunatsiakmiut is one of the best kinds we usually see but it's not on anymore so there's none today. The caller explains that it would be a good idea to sell films to the CBC which could be shown through our television and create more Inuit-made programs."

"Major Inuit organizations like the Keewatin Inuit Association, Inuit Tapirisat of Canada, Kitikmeot Inuit Association or the Baffin Regional Council will be able to use film in order to show their work and seek support on a certain idea".

"I think one of the ways television could be used in the North is to get organizations' meetings on the news. This way the Inuit in the North could be able to know what is happening with Inuit organizations".

"More things from the south are being brought up north by the Qablunaat today. Inuit should start taking over or start getting involved with these kinds of things and not let the Qablunaat handle them in their own way. One example is the radio. The network now comes from Frobisher Bay where mostly Inuit music and talk is being heard besides there are more Inuit announcers there. If television should become more like the radio it would be better so that we could watch ourselves on tv and recognize the stars".

Comments of residents of
Coral Harbour, N.W.T. as
told to Bobby Suluk,
Inukshuk Regional
Co-ordinator,
May 1979.

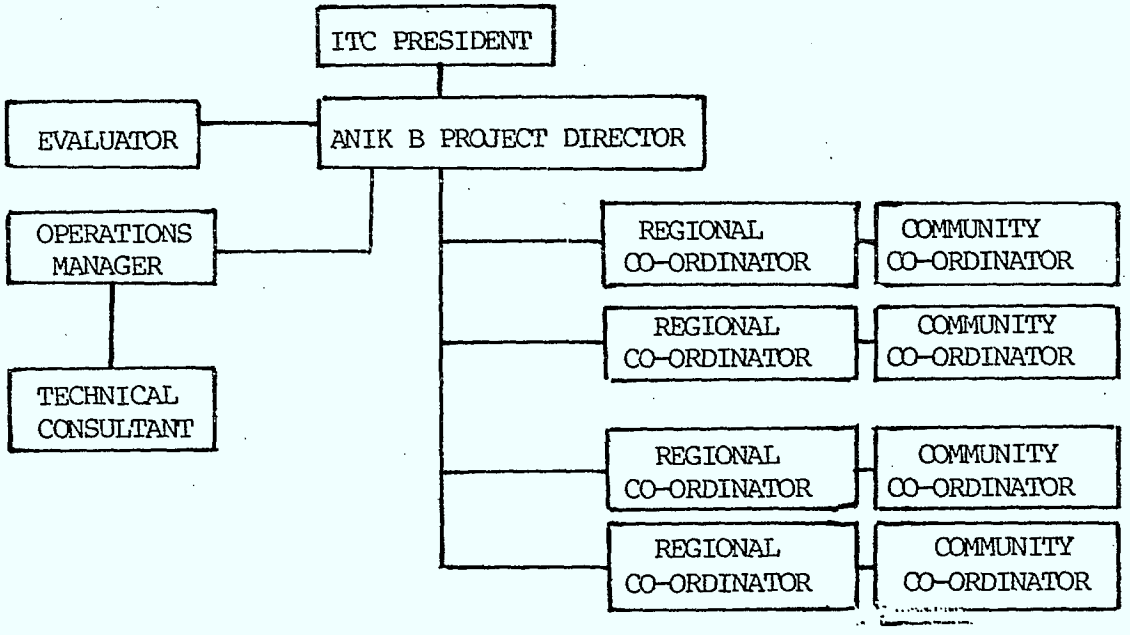
1.6 PROJECT STAFF

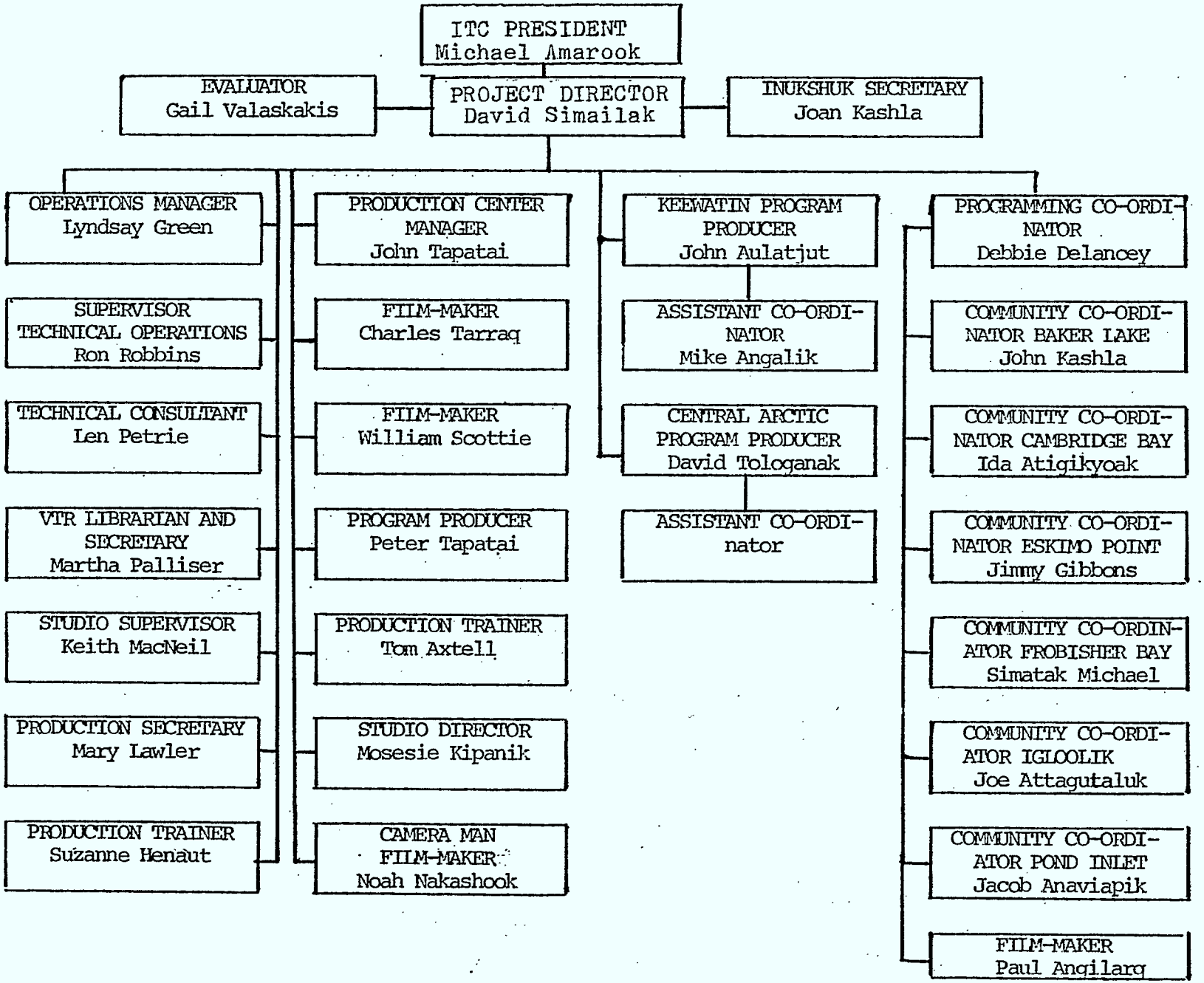
When the Inukshuk Project was approved, ITC was operating with only one full-time Communications Officer. With the appointment of Lindsay Green as Operations Manager, hiring proceeded according to the Work Plan.

1.1 Organizational Chart

The initial Organizational Chart (ITC Anik B Pilot Proposal 1978:13) outlines proposed staff positions. The following Chart identifies positions and personnel upon completion of the Project. It includes permanent staff and those on part-time contracts throughout the duration of the Project (Technical Consultant and Evaluator). Full-time employees contracted for shorter periods are considered separately.

Initial Organizational Chart





INUKSHUK PROJECT ORGANIZATION CHART

May, 1981

1.2 Selection

The Inukshuk Project Director was hired by the President of ITC in consultation with two staff members. The position was advertised between December, 1977 and March, 1978, and 9 candidates were interviewed over the telephone in May. When funding was approved, final interviews were held in Ottawa in October and David Simailak was hired as of November 1, 1978. Simailak brought both media and administrative experience to the position. He established the Baker Lake radio station and was Secretary manager for the Hamlet Council for four years.

Simailak hired all other Project personnel in consultation with the Operations Manager and other relevant staff. The Regional-Co-ordinator positions were well advertised prior to November, 1978 when individuals with considerably varied experience were hired. During the same month, the Technical Consultant and Project Evaluator were hired on a part-time basis for the duration of the Project.

During Project implementation permanent and contracted staff were hired as designated in the Work Plan. Northern positions were advertised by radio, newsprint, and word of mouth. Staff selection was careful and consultative. The hiring of Community Co-ordinators illustrates this process. After advertising the positions and contacting organizations, a minimum of two candidates were interviewed in each community by the Programming Co-ordinator and one of three Regional Co-ordinators. The individuals selected were particularly well suited for the job. Five out of six initial Co-ordinators had experience in community

animation (2 Land Claims Fieldworkers; 2 NWT Field Service Officers; 1 Co-op Education Officer), and 3 had worked as Announcer/Operators for CBC. The selection process can be considered a factor in low staff mobility, discussed elsewhere in the Report.

Summary & Conclusions

Staff selection was organized, directed, and consultative throughout the Inukshuk Project, factors which were important to the hiring of experienced staff and low staff mobility.

Staff Positions

In addition to administrative personnel, the proposed Inukshuk Project included regional and community staff and specified requirements for training technical and production personnel. All these positions were necessary but, as the Project was implemented, requirements for Regional Co-ordination shifted and the need for other staff positions emerged.

1.3.1 Administration

The Project operated during the 3-year period with limited administrative staff. In addition to the Director and Operations Manager, staff included Joan Kashla, Project Secretary and later Community Co-ordinator on Baker Lake; Julie Dowling and Martha Palliser who both worked as Secretary/VTR Librarian in Ottawa, both of whom were provided by ITC; and Annie Teemootee who worked as Inukshuk Studio secretary in Frobisher Bay between October, 1980, and February, 1981, when Mary Lawlor was hired as Production Secretary.

The nature of the Inukshuk Project meant that the role of

Operations Manager was particularly taxing. Green was responsible for general operation through all Phases of the Project, including purchase, installation, and operation of equipment; budgetting; and organizing staff and services to implement both the videotape distribution system and the satellite experiment. Because the Project related directly to ITC's continuing concern with communications services in the North, Green also spent considerable time on policy issues. Upon Green's resignation form ITC in June 1981, Inukshuk re-assessed this position and decided it called for 2 full-time staff, or the provision of contracted personnel to reduce the work load. Project evaluation fully supports this decision and acknowledges the quality of the time-consuming work involved in the highly successful administration of the Inukshuk Project. In addition to the organizational tasks, the Director and Operations Manager must be noted for regulating expenses almost precisely on budget throughout the Project, and for providing funding for the extension of the ANIK-B experiment.

Summary & Conclusions

Project administration was highly successful in relation to overall operation and budgetting. The work load for the Operations Manager was excessive. Upon re-assessment, Inukshuk decided that this position called for two full-time staff or the provision of contracted personnel.

Recommendations

That the position of Operations Manager be redefined in the context of future broadcast developments in the North;

That two full-time staff, or the provision of reduced work load through contracted personnel be considered as alternatives to the current position of Operations Manager.

1.3.2 Technical Staff

The ITC Project Proposal noted the need for technical staff to implement and operate the live satellite experiment. During early Phases of the Project it became clear that staff were needed to supplement the work of the Consulting Technician and to assure the operation of the Frobisher Bay transmission studio.

a. Technical Consultant

In November 1978, Len Petrie was hired as the Consulting Technician for the Inukshuk Project to work as required. He advised on equipment design and ordering and was responsible for testing, installing, and maintaining Project equipment. Petrie worked closely and effectively with the Operations Manager, Supervising Technician, and DOC.

b. Supervisor of Technical Operations

At the request of ITC. the Department of Communications released Ron Robbins to work almost entirely on the Inukshuk Project for a one-year period beginning March 1, 1980. This period was extended to May 31, 1981 to cover Phase II of the Project. Robbins' salary and staff benefits were paid by DOC; Inukshuk paid travel expenses. He worked closely with the Consulting Technician on equipment testing and preparation, and on community preparation and installation. He was active in selecting and obtaining equipment, including a significant number of items which were donated or loaned to

the Project. In addition to supervising technical operations for a 14-month period, Robbins wrote a technical assessment of the Project. Considering the duration and scope of the Project, this position was essential for technical operation and reporting. DOC's release of Robbins was an important technical contribution to the Project and Robbins' work was highly appreciated by Inukshuk staff.

b. Operations Assistant

Construction of the Frobisher Bay transmission studio required the hiring of an Operations Assistant for a short period. Tony Manernalak was hired on contract between January 10 and February 4, 1980, to supervise studio construction. Nunatsiakmiut acted as Frobisher Bay contact for the Project and Terry Pearce of their staff was particularly helpful while the studio was being designed and built.

c. Studio Supervisor

The complexity of the ANIK-B Phase required a supervisor in the Frobisher Bay studio to train members of the production crew and oversee technical operation of the Studio. Keith MacNeil was hired on August 25, 1980. His commitment and role were important to technical operation, studio organization, and production staffing in Frobisher Bay.

Summary & Conclusions

In addition to the Consulting Technician, technical implementation and operation of the live satellite experiment required two major staff positions: Supervisor of Technical

Operations, and Studio Supervisor. Given the nature and scope of the Project, DOC's release of Ron Robbins for a 14-month period was an important contribution to technical effectiveness and reporting, both of which were successful during the Project.

Recommendations

That Studio Supervisor or a position encompassing this this role be considered on a permanent basis in future applications of the Frobisher Bay studio.

That the role of Supervisor of Technical Operations be provided on a full-time basis for projects of this nature and scope.

1.3.3 Regional Co-ordination

The ITC Project included Regional and Community Co-ordinators to assure interactive programming for the ANIK-B experiment. Without such field workers, programming would have depended largely upon the Frobisher Bay transmission studio, re-enforcing the one-way flow of direct broadcast satellites. Both positions were necessary to emphasize two-way communication among the 6 participating communities.

In November, 1978, 6 Regional Co-ordinators were hired to work with the Project: Rosemarie Kuptana, Western Arctic; David Tologanak, Central Arctic; Bobby Suluk, Keewatin; Noah Nakashook, North Baffin; Timun Alariak, South Baffin; and Rose Jeddore, Labrador.

The position of Regional Co-ordinator was a demanding job calling for community animation and media skills, and requiring considerable training and travel. The position had no precedent

in the North. As a result, the first weeks of training were a period of mutual testing in which Regional Co-ordinators assessed the position as their skills and interests were assessed in relation to it. In addition to the unique quality of the position, regional interests contributed to staff changes in 3 positions and the position was somewhat redefined in two other regions.

a. Western Arctic

Western Arctic was included in the ITC Project proposal and a Regional Co-ordinator was hired in November, 1978. Before training began, COPE decided not to participate in the Project because of regional priorities and the Co-ordinator resigned.

b. Labrador

Labrador could not be included in the Inukshuk broadcast network because the design of ANIK-B allowed direct broadcasting among communities from only two beam regions. To involve Labrador Inuit in the Project, a Regional Co-ordinator was hired to work on local productions and distribution which would complement and feed into the satellite network. Two individuals held this position between November, 1978 and April, 1979. Their resignations prompted the Director to re-assess Labrador's involvement in the Project. It was decided not to hire another Regional Co-ordinator for two major reasons; 1) Labrador's current proirities concerned local community development and land claims issues;

communication services are important, but other issues are critical; and 2) Labrador's involvement with Inukshuk could not include direct broadcast service and Memorial University's Extension Division does provide some opportunity for video production and viewing. Throughout the Project, videotapes were sent to the Labrador Inuit Association for further distribution.

c. Baffin Island, Eastern Arctic

Given two promising candidates and a large, active area, Baffin Island was divided into Northern and Southern regions and two Co-ordinators were hired. The Northern Baffin Co-ordinator resigned in February, 1979, and his work was assumed by the Southern Co-ordinator. After completion of the community work, he resigned in May, 1980. Because there were community, programming, and production staff in Frobisher Bay for the ANIK-B experiment, new Regional Co-ordinators were not required for Baffin Island.

d. Job Redefinition

Regional Co-ordinators remained in Central Arctic and Keewatin throughout the Project, but the position was redefined as the Project evolved. The job description required meeting with groups and producing programmes in communities throughout the region. Initial meetings were held in all the communities, but as production tasks mounted, Co-ordinators began working with the Community Co-ordinators (CCs) in the ground station

communities. Considerable programming was produced in the Keewatin. Without production facilities in Cambridge Bay and Eskimo Point, editing was done when equipment was available in Yellowknife and Baker Lake or Frobisher Bay. Work load and equipment access led to the redefinition of the job. Regional Co-ordinators worked almost entirely in the ground station communities during 1980 and 1981 and assumed the role of Programme Producer.

Summary & Conclusions

Regional Co-ordination was important to community work in the early Phases of the Project and produced considerable programming in the Keewatin region. Staffing requirements for this position changed during the 3-year Project. Regional Co-ordination in the Western Arctic and Labrador ceased early in the Project because of regional priorities and the broadcast design of ANIK-B. Regional co-ordination on Baffin Island stopped in May 1980, when community, programming, and production staff were working in Frobisher Bay. Co-ordination continued in the Central Arctic and the Keewatin throughout the Project, but because of work load and equipment access, the job was redefined to focus on programme production within the ground station communities. Toward the end of the Project, Regional Co-ordinators assumed the role of Programme Producer.

Recommendations

That the role of Regional Co-ordinator or Program Producer be re-assessed to accomodate future plans for Inuit broadcasting

in the North.

1.3.4 Community Co-ordination

Community Co-ordinators were hired in each of the ground station communities to work with local groups in preparing interactive programming and to co-ordinate local satellite transmission during the ANIK-B experiment. Six Community Co-ordinators were hired by April 25, 1980: Peter Tapatai, Baker Lake; Ida Atigikyoak, Cambridge Bay; John Aulatjut, Eskimo Point; Rhoda Innuksuk, Frobisher Bay; Joe Attagutaaluk, Igloolik; and Jacob Anaviapik, Pond Inlet. Jimmy Gibbons was hired as Co-ordinator in Eskimo Point in October 1980, when Aulatjut took another position with the Project. Simatuk Michael was hired a Frobisher Bay Co-ordinator in January 1981.

The Community Co-ordinators' position required a wide variety of skills including community organization to promote understanding and use of the Project, knowledge of media, and the ability to work with initiative, flexibility, and self-direction. The commitment, responsibility, and activity of the Community Co-ordinators is reflected in the variety and amount of community-level programming. Their work was central to the success of the interactive experiment. In addition to organizing, interviewing, and scripting for broadcast programming, the Community Co-ordinators produced considerable local programming during the Project.

Summary & Conclusions

Community Co-ordination was extremely important to prepare for and operate the live interactive experiment. The nature and

quality of the Community Co-ordinators' work was reflected in the variety and amount of community-level programming. Their work with community groups and local satellite equipment was central to the success of the broadcast network.

Recommendations

That future media projects in the North consider the importance of community work and local co-ordination as demonstrated through the Inukshuk Project.

1.3.5 Programming Co-ordination

The initial Project Proposal did not include the position of Programming Co-ordinator. As the task of providing programmes for the ANIK-B experiment clarified, a Programming Co-ordinator who would actually be working in the North, became discernably essential. Regional Co-ordinators working as producers within their own regions could neither provide a link among Community Co-ordinators working in the ground station communities, nor co-ordinate daily programming for the interactive network. A person was required to train and form a liaison among Co-ordinators, set programming schedules, and organize broadcasting over the ANIK-B network.

The position called for special skills, Northern experience, and access to information in the South. Inukshuk contracted with Frontier College to provide candidates and support services. Frontier College was efficient in providing well-qualified individuals for the Project Director to interview, but was not an effective method to provide southern information and resources for Inukshuk programming.

Debbie DeLancey was hired as Programming Co-ordinator for a one-year period beginning February 18, 1980. She worked out of Baker Lake until August, visiting each of the ground station communities twice to help with preparation of equipment installation and programming. In August, 1980, DeLancey moved to Frobisher Bay to co-ordinate programming for the experimental network. On November 12, she was promoted to the newly-created position of Executive Producer. In this role, she was responsible for production in the Frobisher Bay Studio in addition to her duties as Co-ordinator.

DeLancey maintained consistent contact with the Community Co-ordinators to combat the isolation of distance and co-ordinated the teamwork of Studio and community staff in scheduling ANIK-B programming. During the ANIK-B Phase, her work included the role of network producer. These roles and the quality of her work were very important to the success of the ANIK-B experiment.

Well in advance of DeLancey's completed contract, Inukshuk advertised for an Inuit Programming Co-ordinator and hired a Production Trainer to define two separate sets of responsibility. The search for an Inuit Programming Co-ordinator was unsuccessful. During the Project Extension, the duties of the Co-ordinator were shared by four members of the staff in Frobisher Bay. This system was workable, but less effective than that of a single Programming Co-ordinator.

Summary & Conclusions

During Project implementation, the position of Programming

Co-ordinator became essential to train and form a liaison among co-ordinators, set programming schedules, and organize programming over the ANIK-B network. This role and the quality of the Programming Co-ordinator's work were very important to the on-going work of the Community Co-ordinators and the organization of programming for the satellite experiment.

Recommendations

That future media projects in the North consider the importance of programming co-ordination.

1.3.6 Production

The ITC Project Proposal noted the need for production facilities and staff on the North to implement the Inukshuk Project. Primary production staff were required by the Keewatin Regional Production Centre and the Frobisher Bay Studio. As the Project developed, film makers were needed in the other ground station communities.

a. Keewatin Regional Production Centre

The Production Centre was staffed following a lengthy training programme. On November 8, 1979, John Tapatai, David Annanowt, and William Scottie were hired as Production Centre film makers. Tapatai was also appointed Manager of the Centre, which operated under the general supervision of the Project Director. In July 1980, Annanowt resigned from the Centre and work continued with two resident film makers until Charles Tarraq was hired in March 1981.

In interviews for the Second Interim Report, Inukshuk staff suggested that a permanent director or trainer at the Centre

would increase its effectiveness by co-ordinating and focussing the efforts of the production crew. In November 1980, Tom Axtell was hired as a production trainer, an arrangement which has worked well to date.

During the broadcast Phase of the Project, Joan Kashla became the Baker Lake Community Co-ordinator, allowing Peter Tapatai to work as a Programme Producer with the Production Centre. With adequate and enthusiastic staff, the Centre produced Inukshuk films, films on contract, network broadcasts, and a variety of local programming.

As production levels increased in Baker Lake and the ground station communities, editing became a concern at the Centre. Inukshuk decided to hire a full-time editor to work on the backlog of unedited programmes.

b. Inukshuk Studio

The Project planned to draw production crews for the Frobisher Bay Studio from Nunatsiakmiut staff, high school students and community volunteers for whom training was provided. Nunatsiakmiut committed two people to do outdoor shooting for the Community Co-ordinator and to operate the Inukshuk Studio. However, their limited staff and the Nunatsiakmiut Production Schedule made this arrangement unworkable on a daily basis. There was a clear need for full-time Studio staff. Mosesie Kipanik was hired as Cameraman as of October 6, 1980, and on November 10 was promoted to Studio Director. In February 1981, Noah Nakashook was hired as Cameraman/Film maker to stabilize production staff for the ANIK-B experiment.

Four high school students were consistent Studio volunteers and other local residents volunteered occasionally. Their help, the commitment and responsibility of the production staff, the general teamwork of all Inukshuk personnel, and Nunatsiakmiut's work on "Specials" were all necessary for Studio operation. In addition, Peter Tapatai came from Baker Lake to produce Inukshuk's "Grand Opening Special".

Inukshuk had editing facilities in Baker Lake and Frobisher Bay. The Studio received unedited films from 3 ground station communities, and with limited facilities and staff, had a conctant backlog of unedited programmes. Two former members of Nunatsiakmiut were hired as film editors at different points during the Broadcast Phase. However, editing remained a problem and should be considered in future plans for the Studio.

The Frobisher Bay Studio operated with a Producer-Director for a short period during the ANIK-B Phase. This role was ineffective given the experimental context of the Project, but a similar position might be considered when the Studio operates on a permanent basis.

c. Community Film Makers

The Project assured the participation of all the ground station communities in the broadcast network by hiring film makers in those without production facilities. As Regional Co-ordinators in Cambridge Bay and Eskimo Point assumed the role of Programme Producers, assistants were hired to work with them as film makers. In Igloolik, Paul Angilarq was hired and trained to work with the Community Co-ordinator. Part-time assistants

were hired in Pond Inlet and other communities as needed.

As the Project developed, the Community Co-ordinators became quite skilled at and interested in programme production. This was clearly reflected in the high level of community participation during the satellite experiment. In addition to the Production Centre and Studio staff, the film makers and Community Co-ordinators represent important resources for future production staffing.

Summary & Conclusions

Production staff for the Inukshuk Project included three full-time indivuduals at the Production Centre and two at the Inukshuk Studio. Trainers and assistants were hired as needed and volunteers supplemented Studio staff. Nunatsiakmiut staff worked on a number of "Specials", but their commitment was limited by Nunatsiakmiut's own lack of staff and by their production schedule. Two film editors were hired at different points during the satellite experiment, but the Studio remanied understaffed and unequipped to handle unedited films from three ground station communities. Film makers were hired in the communities without production facilities to assure their participation in the broadcast network. In addition to the Production Centre and Studio, the film makers and Community Co-ordinators represent important resources for future production and staffing.

Recommendations

That plans for future broadcasting in the North assess the need for full-time production staff at the Studio in Frobisher

Bay, especially with regard to film editing.

That the position of Producer/Director and/or Executive Producer be reconsidered when the Studio operates on a permanent basis.

That future training and production plans consider Inukshuk film makers and Community Co-ordinators as important staffing resources.

1.3.7 Training

The ITC Project Proposal defined media training for Inuit as central to the goals of the Inukshuk Project. Training was provided for all production and community staff. This required a variety of training approaches and skills. Inukshuk used the resources of staff members and hired trainers under contract as needed.

a. Regional Co-ordinators

Training staff for the Regional Co-ordinator course drew upon Frobisher Bay resources and the experience of ITC's northern planning trip in 1978. Harry Sutherland, Suzanne Henaut, and Aani Palliser instructed trainees during the training course. When a short period of individualized training was required, NFB film maker Peter Raymont went to Eskimo Point early in 1979.

The Regional Co-ordinators' training was planned to include the staff and facilities of Nunatsiakmiut and Pond Inlet Community Television (PIC-TV).One member of Nunatsiakmiut was a particularly valuable training resource. During later Phases of the Project individual Co-ordinators benefitted from the training resources at CBC Yellowknife, the Inukshuk Studio and Production

Centre, and Nunatsiakmiut.

b. Community Co-ordinators

The Programming Co-ordinator organized two intense and highly productive training workshops for the Community Co-ordinators. No additional trainers were required for the 8- and 10-day workshops, but both used the resources of the Inukshuk staff. In retrospect, an individualized training programme would have been useful to one Community Co-ordinator who was hired in January 1981.

c. Production Centre

Production Centre trainees participated in a lengthy training course organized by George Hargrave, a free-lance film maker recommended by the NFB trainers. Hargrave was hired under contract and went to Baker Lake one month before the training programme to help with the renovation of the Production Studio.

d. Inukshuk Studio

The majority of staff training used the resources of the Inukshuk staff. The Studio Supervisor provided the technical training to Studio Staff after being introduced to the equipment by the Consulting and Supervising Technicians. At the final Wrap-up meeting, the Studio Supervisor expressed the need for a short training session with CRC (Communications Research Centre of the DOC) technicians at an early stage of the ANIK-B experiment. He felt this would help staff recognize and communicate technical problems and reduce repair time. The Supervising Technician received CRC training on the repair and maintenance of the satellite equipment, between December 15 and

19, 1980, well after the ANIK-B Phase was under way.

Production training was done by the Studio Director and Suzanne Henaut. Henaut was hired as a Production Trainer for Phase II of the expariment from Marchl until May 31, 1981. In addition, Terry Pearce of Nunatsiakmiut trained 6 high school students and Nunatsiakmiut and Inukshuk sponsored production workshops at the Studio in May 1980 and December 1980.

e. Community Film makers

Production training for the film makers and other community staff was provided through individualized training sessions in combination with the resources of the Inukshuk Studio and Production Centre. Raymont, and Hargrave on one occasion, gave short in-community training sessions for film makers and co-ordinators. During the broadcast phase four of the community staff trained at the Production Centre or Studio for periods of one or two weeks, during which they worked with Production Trainers. Trainees felt the in-house sessions were effective but too short. The Frobisher Bay trainier suggested that because of production schedules and equipment limitations, her role might have been more effective had she travelled to the ground station communities.

Discussing training st the final Wrap-up session, staff noted the following points related to the requirements for and selection of trainers:

1) Consideration of individual and family circumstances was very important to staff morale and consistency during the Inukshuk Project. This demands the flexible training approach which the

Project illustrates.

2) Different stages of training demand different approaches and areas of expertise from trainers.

3) Trainers should be professionals and should be familiar with the equipment with which the trainees will be working.

4) Trainers should be familiar with all aspects of production, including directing, camera work, and editing, so that trainees can be trained in the full range of production work.

5) Trainers should be available for one-to-two week individualized, and two-to-three-week in-house sessions over longer periods of time.

6) Two trainees and one trainer is most effective for individualized training because it provides a team for a working project.

7) Training is most effective when it focusses on actual production rather than abstract principles.

8) Working "on the job" with professional crews provides excellent production training.

f. Assistants and Community Residents

During the Project, Inukshuk community staff trained assistants to help with programme production and operation of the ground station equipment. In addition, Community Co-ordinators trained volunteer staff in each community and found that interest in the Project increased with "hands-on" experience.

Summary & Conclusions

The Inukshuk Project provided training for all community and production staff through various training approaches which used

the resources of staff members as well as trainers hired under contract as needed. Lengthy training programmes were mounted for the Regional Co-ordinators and Production Centre staff. Two intensive workshops were organized for the Community Co-ordinators. Film makers were trained through individualized and in-house sessions. Community staff trained assistants and volunteers, and staff resources were used for Studio training. The combination of staff and contracted trainers assured maximum flexibility and minimum expense. The flexible approach taken toward staff training was very important to the success of the entire Project. Staffing for training requirements was fully adequate with two exceptions; 1) a CRC technician might have trained Studio staff at early stages of the ANIK-B experiment, and 2) an individualized training programme would have been useful to a Community Co-ordinator hired in January 1981.

Recommendations

That staffing for future media training in the North consider the importance of flexible approaches to training and the benefits of individualized and professional training situations as demonstrated in the Inukshuk Project.

That future satellite experiments schedule a short, on-site CRC technical training session early in the Experimental Phase.

1.3.8 Translation/Interpretation

Broadcasting among 3 Arctic Regions, Inukshuk recognized the problems of dialect differences. In addition, the Project included unilingual Inuktitut and unilingual English staff, conducted research surveys in Inuktitut, planned to use some

English programming versioned in Inuktitut, and distributed written material in two languages and/or dialects. Translation/interpretation in all of these areas was provided by Inukshuk and ITC staff, as well as the (DINA). Given the amount of material translated, this was a remarkable accomplishment. However, translation/interpretation was a time-consuming aspect of Inukshuk's work and, given a longer Project, would have over-burdened some staff members. Regular translation resources would also broaden programming and information sources among Inuit.

Summary & Conclusions

The Inukshuk Project involved working in 3 dialects and two languages. Translation/interpretation was provided by Inukshuk and ITC staff and DINA. The amount of material translated was a remarkable accomplishment. However, regular translation resources would ease the workload among staff and broaden programming and information sources among Inuit.

Recommendations

That future media projects in the North provide for translation/interpretation on a full-time or hourly basis.

1.4 Staff Roles

Detailed job descriptions of core staff positions are included in the Appendix. These descriptions formed the basis of staff duties and responsibilities. They were discussed during Wrap-up and Evaluation sessions and were revised if roles shifted during different phases of the Project. For example, programming

duties during the Extension Phase were written into the job descriptions of other personnel. Because they were used as references and were realistic, the job descriptions were useful to the staff and simplified Project administration. Staff worked with minimal role conflict, re-enforcing the teamwork which was so important to Project implementation.

The Inukshuk Project was a "learning-by-doing" experience for all staff members. This process meant that staff worked together to design, implement, and operate the Project. The importance of staff co-operation was particularly evident during the ANIK-B Phase when production and technical operation were mastered through "hands-on" experience. But throughout the 3-year period, staff worked with remarkable teamwork to implement the Project. At the final Wrap-up session, staff stressed the importance of administrative support, minimal conflict, and staff teamwork, in relation to working roles.

Summary & Conclusions

Detailed job descriptions defined staff roles during the Inukshuk Project. Their use and revision minimized role conflict and the Project approach re-enforced staff co-operation, factors which were important to working roles.

Recommendations

That future media projects consider detailed, current job descriptions and staff teamwork in defining working roles.

1.5 Project Management

During the final Wrap-up session, Inukshuk staff noted that

Project management was highly supportive and effective. This is important because the Project was managed under special conditions related to the North in general, and the Project in particular. Beyond weather, travel, and language conditions, these include:

1.5.1 Project Area

Spanning the North from Labrador to the Central Arctic, the Inukshuk Project involved Inuit from 4 Arctic regions. The experimental network broadcast programming among 3 regions with different time zones and dialects. These factors meant that telephone and the satellite itself were essential to Project management. Early Phases of the Project relied heavily on telephone for management purposes. Staff came together for only 3 training sessions and two Wrap-up sessions during the 3-year period. All other meetings were held through conference calls or the satellite to minimize the expense and inconvenience of travel. During the ANIK-B Phase the satellite system was used extensively for Project management. Staff in the 6 communities held weekly meetings using the satellite and sent written information (such as programme schedules) through facsimile equipment. These meetings replaced frequent conference calls which, along with individual calls and two visits by the Programming Co-ordinator, were effective in maintaining communication among Co-ordinators working alone in widely separated communities. Constant contact provided both teamwork and control in managing isolated field workers. For example, when work did not progress quickly, one Community Co-ordinator

was shifted from salaried to hourly work. This resulted in so much overtime that within two weeks the Co-ordinator was reinstated on salary.

Northern Project Headquarters

The Head Office of the of the Inukshuk Project was located in Baker Lake because of the Project's northern location and 3-year duration, the location of the Keewatin Regional Production Centre, and staff preference. This decision was fundamental to the Project Director's morale and tenure during the 3-year period, and increased the Project's profile in Northern communities.

The Project Director was responsible for Northern liaison, personnel and system management, and all decision making. Working in Ottawa, the Operations Manager was responsible for technical management and government liaison. The Project Director was a strong decision maker and his well-informed judgements required constant, complete information, and a close working relationship with the Operations Manager. The two were in almost daily contact by telephone and communicated by audio tape as well. Written information was sent by mail and, after October 1979, through facsimile equipment installed in Baker Lake. The breakdown of responsibilities and continuous communication allowed Northern Project direction without excessive travel.

Management of the Inukshuk Project operated with open communication and clear direction among all staff members. Information was shared among all staff members and their

recommendations were important in decisions made by the Director. The interactive satellite system re-enforced the process of participatory decision making. The Community Co-ordinator's workshop in Frobisher Bay (August 11-18, 1980) provided an excellent example of Inukshuk staff participation and satellite capability. Because of flight cancellations, the Project Director was unable to attend the Frobisher Bay workshop. The Co-ordinators addressed issues of programming and staffing policy, then met on two occasions with the Director in Baker Lake through scheduled satellite time. Their discussions left one highly impressed by both the quality of communication among staff and the usefulness of the satellite system for interactive meetings.

At the final Wrap-up session, staff noted two areas for future management consideration:

a. Inukshuk Studio

Operation of the Inukshuk Studio depended upon the teamwork of all staff members. Without a resident manager, decisions were made on a co-operative and ad hoc basis. This was workable for the experiment, but permanent operation would benefit from a resident manager making day-to-day decisions and co-ordinating staff activities.

b. Programming

During the experiment, ground station and Studio staff worked together to select programming for the broadcast network. Community Co-ordinators scheduled interactive programmes during the weekly satellite meetings and Studio staff selected pre-taped

programming. If the appropriateness of a programme were questionable, a decision was made by the Project Director. This system was workable until the Extension Phase, which strained Inukshuk's programming resources. At points, the network depended heavily on repeated programming. Studio staff felt the need for a Programming Committee or Executive Producer to plan long-range programming and make decisions on a daily basis.

Summary & Conclusions

Inukshuk Project management was highly supportive and effective. This involved working under northern weather, travel, and language conditions, on an experiment of considerable size and complexity. Direction from a Northern Head Office was effective because of continuous communication with the Operations Manager in Ottawa. Telephone, facsimile, and the satellite system itself, were essential for Project management. Inukshuk operated with open communication, teamwork, and participatory decision making, among all staff members. Future management plans should consider including a manager in the Frobisher Bay Studio and a mechanism for deciding on long-term and daily programming.

Recommendations

That future communication plans recognize the importance of maintaining a Northern Head Office, and consider appropriate staffing and communication requirements.

That future plans for the Frobisher Bay Studio consider the need for a resident manager or a position encompassing this role.

That future Inuit broadcasting consider the need for a

mechanism to make long-range and daily programming decisions.

That future training plans include management training for Inuit Programming Coordinators, Production Centre Managers, and Studio Managers.

1.6 Staff Mobility

The rate of staff turnover in Native employment and training programmes is widely recognized, but few studies relate directly to Inuit projects. In 1975 the Department of the Secretary of State completed a report on core-funded native political organizations. Figures from this report are included in the Discussion Paper: Native Communications Programme (December 19, 1980: 10-11):

> (in) 1974-75 the 26 native political organizations in Canada had a staff complement of 713. Throughout that year, 368 had left the employ of the political organizations. Of these, 26 had gone to work for other political organizations, 113 had taken employment with provincial or federal governments, 76 had gone to work for the private sector and 179 had gone to work largely with community-based organizations such as band councils. The statistics also showed that 61% or 435 of the 713 staff complement had had no previous work experience and were regarded as unemployed and unemployable before they associated themselves with the political organizations.

This study indicates the prevalence of staff mobility in native organizations and the importance of its role in long-term training and employment patterns. Working with native organizations is in a very real sense on-the-job training, an approach which a 1980 ITC study found more effective than formal education (ITC, 1980:24). However, 1980 and 1981 interim reports on management training for Northern co-operatives suggest significantly high turnover for on-the-job training programmes.

> At this point, almost two years into the program, there are 25 people enrolled, 4 women and 21 men, with an average of one year and three months experience as trainees. Five Co-operatives have no trainees at present.
>
> Of the 16 who began when the program was inaugurated in April 1979, just over half remain now (9 of the original trainees).
>
> Twenty-six others joined halfway through the program, but not all of them have continued either. In fact of the 43 who have ever enrolled in the program at any point, 40% have left early. (Tompkins, 1981:10)

Given these patterns, staff mobility during the Inukshuk Project was remarkably low. Item 3 of the Appendix details all staff and periods of employment. Twenty-six permanent employees worked with the Project between 1978 and 1981. Of these, 6 resigned, one of whom was rehired. As a result, the turnover rate of permenent employees was 19.2% during the 3-year period.

In addition, the Project employed 16 people on a part-time or contracted basis, all but two of whom completed designated work periods or remained on staff through the wrap-up period. Staff worked with the same Consulting Technician and Evaluator throughout the 3-year period.

As this indicates, the drop-out rate for staff training programmes was notably low. Among the 7 Regional Co-ordinator trainees, only those from Labrador dropped out of the programme. All 6 of the Community-Co-ordinators completed the training workshops. The training programme for the Keewatin Regional Production Centre began with 8 trainees, one of whom dropped out as the course began. Two others left during the second Phase of the 16-week programme, one in the final weeks of the course. During the 3-year period, 21 Inuit took part in group training programmes, 5 resigned, 3 without participating in the programmes

and one having nearly completed the course. Among those who began the training programmes, 23.8% dropped out; However, among the 18 staff members who actually participated in training, 11.1% left the courses. This indicates that among Inuit who actually participated in training programmes, the completion rate was 88.8%.

In addition to group training, 12 people, most of whom had no previous media experience, received individualized training from Co-ordinators and/or trainers. Ten remained on staff throughout the Project.

Staff who resigned cited various reasons in interviews and letters of resignation. One staff member left to be married, another was offered a position with more job security. However, 3 trainees and 2 permanent staff resigned primarily because they felt uncomfortable with their positions once they fully understood them. Media animation and production were unprecedented jobs for many Inuit. The first weeks of training or work were periods of job definition, during which some found they preferred other types of work.

The low turnover rate adds importance to the reasons why most staff and trainees remained throughout the 3-year Project. As noted, the selection process was a significant factor. The Inukshuk Project emerged from the expressed concern of many Inuit. Contacts were established at the community level, where Inuit responded to a Project they felt was highly relevant. Individuals were interviewed who were interested and in many cases experienced in work-related fields. Several staff members

turned down higher-paid positions with more job security to work with Inukshuk and, as the Project became known, it began to attract older Inuit. As a result, the enthusiasm and aptitude of those interviewed was high, particularly during the second and third years of the Project. In addition, the consultative selection process was important in hiring both Inuit and non-Inuit staff.

At the final Wrap-up session, staff noted the following factors were important to their continued work with the Project:

1) The Project was important to all Inuit and received high-level community support.

2) Training and work were located in the North and, most often, in staff members' home communities.

3) Planning and administration gave real importance to individual and family circumstances.

4) A flexible training approach meant shorter training programmes or breaks within longer courses and allowed individualized training sessions.

5) Project administration was supportive and effective in providing salary cheques, equipment, etc.; and staff were not over-burdened with paper work.

6) A participatory approach to decision making and Project implementation increased individual involvement.

7) Communications technology was used to limit travel during the 3-year period.

8) The Project operated with minimal staff conflict.

These factors reduced family pressures and job frustration,

re-enforcing work which the staff found intrinsically important and satisfying. Staff worked at a high-paced level throughout the Project and the administrators' real concern for personal well-being was extremely important to staff morale and consistency.

Summary & Conclusions

Staff mobility during the three-year period was remarkably low, especially in relation to recognized patterns of turnover in native employment and training programmes. The Project employed 26 permanent staff between 1978 and 1981 with a turnover rate of 19.2%. In addition, 16 people completed designated work periods on a part-time or contracted basis.

The drop-out rate for staff training programmes was equally low. Among 21 Inuit who began 3 training programmes, 5 resigned, 3 as the courses began. Among the 18 staff who actually participated in training, 88.8% completed the courses.

Staff and trainees who resigned did so primarily because they preferred other kinds of work once they fully understood jobs which had few precedents in the North. Staff continuity related to a combination of factors which reduced family pressures and job frustration over the 3-year period. These included supportive administration, community relevance, participatory implementation, flexible training approaches, northern locations, and limited travel.

Recommendations

That training and employment requirements for northern media projects consider the factors related to staff continuity.

That future research consider an in-depth study of low staff mobility during the Inukshuk Project.

2.o TRAINING PROGRAMMES

The Inukshuk Project recognized the long-term benefits of training Inuit in media application and production. Training was understood as an on-going process in which Inukshuk provided individualized and on-the-job training, arranged professional working sessions, and mounted 3 formal training programmes. The majority of staff participated in both structured training courses and the other training approaches.

2.1 Regional Co-ordinators

2.1.1 Trainees

The training programme was designed for 7 trainees. Initial re-organization established training for 5 Inukshuk Co-ordinators and one trainee from Northern Quebec who participated at the request of Kativik School Board. This number was probably optimal for 3 trainers. Although the central trainer felt the number was too large given the tasks and time period, the trainees found the overall programme effective and preferred to work in groups of 3.

Regional Co-ordinator trainees tended to be young and their media skills were initially dissimilar and uneven. One had considerable film-making experience; One was a trainee at Nunatsiakmiut; Another worked in community radio. Three had almost no media experience, and none had worked directly in community animation.

Summary & Conclusions

Regional Co-ordinator trainees tended to be young, with dissimilar and uneven media skills and little community animation experience. Six-trainees-and-three-trainers was both a maximum and optimum training ratio for a short, intense, and effective training programme.

2.1.2 Time Frame

The 8-week programme was organized into 3 phases set to begin November 13, 1978. The delay in Project funding moved the schedule back 10 days, cutting two days off the southern training session. The programme was revised to fit the following time frame:

a. November 23-27, 1978	St. Sauveur, Quebec: Introduction to media application and community animation using the resources of the NFB and CBC.
b. November 28-December 11, 1978	Frobisher Bay: Pre-production to produce 3 video tapes, 2 of which involved working with local organizations.
c. January 17-February 12/20, 1979	Frobisher Bay/Pond Inlet: Production and editing of videotapes.

Between December 11 and January 17, the trainees returned to their home communities, where they met with Hamlet Councils and organizations to introduce the Inukshuk Project.

Beyond the initial delay, two major factors affected the

time frame of the training programme:

1. Limited Facilities

Inukshuk had arranged for the training groups to share facilities with Nunatsiakmiut, the only Inuit production centre in the North at that time. Nunatsiakmiut's editing equipment broke down and had to be sent south for repairs. With Nunatsiakmiut's facilities sorely pressed, PIC-TV agreed that one Inukshuk team might edit in Pond Inlet. This team left with the Keewatin Regional Co-ordinator on February 5, and the other group planned to join them in Pond Inlet the following week.

2. Weather Conditions

The storm that paralyzed Frobisher Bay from February 9 to 19, 1979 disrupted the revised plan. The Pond Inlet team flew to Ottawa on February 12, where they edited on equipment purchased for the Baker Lake Production Centre and set up temporarily in the ITC office. The Frobisher Bay group flew to Ottawa on February 20, where they completed editing during the last week of February.

Summary & Conclusions

The time frame for the training programme was adversely affected by the initial delay in funding approval, limited production and editing facilities in the North, and extreme weather conditions. In addition, the training programme probably underestimated the time necessary to plan, produce, and edit 3 substantial videotapes.

2.1.3 Training Objectives

The Regional Co-ordinators' training programme was designed

to develop an awareness of media application and use. This involved analyzing community communications problems, choosing appropriate media, technology, and production crews, budgetting projects, evaluation time for projects, monitoring and evaluating progress, organizing distribution of media materials, and establishing feedback channels (Anik B Training Program for Regional Co-ordinators--Revised; 1978: 2).

Summary & Conclusions

The training programme goal was not to train the Co-ordinators to make films of how to organize groups, but how to work as media "go-betweens" by learning to organize and produce films for community groups.

2.1.4 Programme Content

The training programme followed 3 proposed phases (ibid.: 2) in a general sense, but substantial changes occurred largely because of adjustments in limited facilities and extreme weather conditions.

a. Phase 1 proposed introducing the Co-ordinators' or Producers' role by analyzing selected films and media projects. This led to discussion of community issues and organizations, but time did not allow for direct contact with film makers, CBC, or the NFB. An important part of Phase 1 involved introducing the trainees to the Inukshuk Project through discussion of goals, work plan, and job descriptions.

b. Phase 2 proposed that trainees produce two films (for Land Claims and Legal Aid in Frobisher Bay) by working with a Nunatsiakmiut production crew. In fact, trainees were divided

into 3 teams, one of which worked on a videotape of the Inukshuk Project. Training was organized into pre-production, and production sessions. In November and December trainees worked on story boards and shooting schedules for the 3 projects. Trainers and trainees agreed that this part of the programme was particularly successful in that the trainees worked with the organizations and practiced production and scripting skills.

The second part of Phase 2 involved the actual production and editing of the 3 videotapes, one drama, one documentary (this based on material from a slide presentation). In January and February the trainees shifted roles on production teams to learn what was involved in each task. Working in teams and sharing crowded facilities with Nunatsiakmiut meant trainees spent less time together as a group; Some trainees felt this led to less group cohesion, activity, and discussion than during the earlier programme. In addition, some trainees wished more technical training than the course intended or provided.

c. Phase 3 intended that trainees work in Pond Inlet to organize a distribution package of their films, broadcast it to the community through the CBC transmitter, and study audience reactions to report to the sponsoring organizations. Extended production and editing schedules meant that tapes could not be completed for the community screening, but one team went to Pond Inlet. Phase 3 included a Wrap-up session in Ottawa in early March. This was an important addition to the training programme. It set the training in perspective, clarified future roles of the Co-ordinators, and explained technical design and Project

implementation.

The personal circumstances of one trainee required individualized training during the production part of Phase 2. Working with a trainer for 12 days, the trainee organized, shot, and edited a videotape on Inuit cultural traditions in Eskimo Point. With equipment available, the one-to-one training situation was a fast method to teach media skills and produce a videotape. In February the trainee rejoined the group in Frobisher Bay and went to Pond Inlet.

Summary & Conclusions

Programme content was organized into introductory, pre-production, and production phases, all of which were adjusted because of time and production factors. Phase 3 included the important addition of a Wrap-up session. Training without permanent facilities and under Northern conditions requires a flexible approach to programme content, time frame, and method.

2.1.5 Training Location and Facilities

The major portion of the training programme took place in Frobisher Bay because production facilities were available through Nunatsiakmiut, and because two hotels provided housing. In retrospect, neither trainees nor trainers felt Frobisher Bay was a good location. In addition to overtaxed facilities, the size of the community, the bar, and other factors limited group cohesion and activity. However, the organizations in Frobisher Bay co-operated fully in planning and producing the videotapes. The trainees worked directly with Legal Aid and Land Claims staff, interviewed 5 Inuit elders, involved RCMP (Royal Canadian

Mounted Police) and other residents as actors, and borrowed facilities from the Hudson's Bay Company, the Territorial Government, the RCMP, and others.

The problems of sharing facilities with other production groups have been noted. Nunatsiakmiut helped with Inukshuk productions in the evenings and, with close quarters and overloaded facilities, the co-operation between the two groups was substantial.

In later phases of the Project the Inukshuk Studio and staff house provided the facilities and cohesion lacking during this initial training programme.

Summary & Conclusions

Production and housing facilities limited the choice of a training location to Frobisher Bay. This meant working with little equipment availability and group cohesion, factors which were later remedied through the Inukshuk Studio and staff house.

Recommendations

That future training in Frobisher Bay consider the importance of facilities for production and housing.

2.1.6 Programme Funding

The training programme was cost-shared with the Department of Employment and Immigration which, under the Industrial Training Programme agreed to contribute a maximum of $60,515. Cost-shared expenses included the salaries and living expenses of trainers And trainees, production costs, and $12,700 in Nunatsiakmiut rental fees during the course.

The Vocational Education of DINA and the Department of

Employment and Immigration agreed to share expenses for the trainee who participated at the request of Kativik School Board.

Summary & Conclusions

Inukshuk cost-shared the training programme with the Department of Employment and Immigration, a system which was highly effective.

Recommendations

That future training programmes be funded on a cost-shared basis.

2.1.7 Training Follow-up

In mid-March 1979, the Regional Co-ordinators returned to their home communities where they began producing films with local organizations. Since that time, follow-up training involved participation in workshops and working situations, and requested sessions. All the Regional Co-ordinators attended staff workshops held in Baker Lake in May 1980, and May 1981. Two worked with members of Nunatsiakmiut to videotape sessions of the September 1979, ITC Annual General Meeting in Igloolik. The Central Arctic Co-ordinator spent October 27 to November 6, 1979, editing videotapes at CBC Yellowknife, which arranged for him and his assistant to assist in filming a CBC Christmas Special in Spence Bay. Between January and April 1980, the Baffin Co-ordinator worked out of the Nunatsiakmiut Studio in Frobisher Bay. The Keewatin Co-ordinator spent January 11 to January 18, 1980 editing tapes at the Production Centre in Baker Lake. In addition, the Production Centre trainer went to Eskimo Point from June 16 to 19, 1980, when the Co-ordinator requested further

training in audio applications and editing.

In October 1980, a trainer went north for a week to train the new Keewatin Regional Co-ordinator, as well as a film maker. Both felt this was a highly productive session.

Summary & Conclusions

Training follow-up for the Regional Co-ordinators was not extensive or structured. The approach emphasized on-the-job training, particularly in professional settings, and providing specific training upon request. In interviews, trainees expressed satisfaction with the overall programme and appreciation for the flexibility in its approach.

2.1.8 Future Training Needs

During the final Wrap-up session, the Regional Co-ordinators discussed future training needs. All expressed the desire for additional training on Super-8 and video, including technical application, editing, and to a lesser extent, scripting material. The Central Arctic film makers felt the need to work in professional, on-the-job situations for advanced training and were willing to attend 6-month programmes in Yellowknife or the South, were this available. The Keewatin film makers preferred bringing a professional trainer to Eskimo Point for one- or two-week periods. They felt that leaving their communities for 3 weeks or longer was a hardship for their families, and that individualized training was more efficient.

Summary & Conclusions

Future training needs include technical application of Super-8 and video, editing, and scripting. Half of the film

makers preferred professional, on-the-job training sessions of longer duration Half preferred short, in-community courses given by professional trainers.

Recommendations

That future training plans consider longer, on-the-job training sessions, and short, in-community courses for Programme Producers.

2.2 Keewatin Regional Production Centre Staff

This programme was organized to train film makers, some of whom would become Production Centre Staff.

2.1.1 Location and Facilities

The training programme was located in Baker Lake at the Keewatin Regional Production Centre. The Centre is located in a former school building donated by the Community Council. It is situated next to the Community Resource Centre, which was made available to Inukshuk for workshops, and adjacent to the Inukshuk Project office. The Centre Floor Plan and Modifications are included in the Appendix. The Production Centre may eventually be relocated in a planned community complex, but the present facilities are adequate and include a production area, storage space, and an editing and broadcasting area, which has been extended with an additional building donated by a local resident.

2.2.2 Trainees

Because housing was critical in Baker Lake, Inukshuk decided to staff the Centre with local residents. The Project Director and Trainer interviewed 22 Inuit for 8 trainee positions, including 4 women and two men in their 30s. All candidates were

told that 3 or 4 trainees would be hired upon completion of the course. Along with general interest, high unemployment and local training probably influenced the number and variety of applicants.

Among the 8 trainees selected, two were women. One resigned during the third week of training, two men resigned during the final weeks of the course. Unprecedented job definition and limited hiring were cited as reasons for withdrawal. None of the trainees had film or video experience. That 6 gained considerable media skills attests to their interest and achievement. With one trainer and limited equipment the programme included too many trainees for efficient training. Working in one's own home community has its own distractions, but training conditions in Baker Lake could involve more trainees than possible in most larger communities, particularly at the introductory level. The large number of trainees reflects Inuit interest and Inukshuk's commitment to train as many Inuit as possible through the Project.

Summary & Conclusions

Eight Baker Lake trainees began the programme, none of whom had film or video experience. During most of the course, seven trainees worked with one trainer and limited equipment. This was not an efficient training situation, but was workable given the introductory level and the location of training. The large number of trainees reflects Inuit interest and Inukshuk's commitment to train as many Inuit as possible during the Project.

2.2.3 Time Frame

The 16-week training programme was organized into two 8-week phases, the first of which began on July 11, 1979. Delays in film processing (the average return took two weeks), bad weather, and equipment shortage, meant some adjustment of the time frame. Phase 2, involving individual and team productions, ran from September 13 to November 21, 1980.

Summary & Conclusions

The time frame for the programme was somewhat effected by delays in film processing, bad weather, and equipment shortages.

Recommendations

That future northern training programmes consider the time delays related to northern conditions.

2.2.4 Training Objectives

The training programme was organized to train Inuit who would work out of the Production Centre as independent film makers, providing production skills to community organizations and Regional Co-ordinators. As a result, the major objectives were clearly defined: 1) to provide technical competence in film and video production with emphasis on Super-8 Sound and .75 inch video systems, and 2) to provide knowledge of film application, initiation, and production.

Summary & Conclusions

The programme goal was to provide training in film and video production to Inuit who would work with community organizations and Inukshuk staff through the Production Centre.

2.2.5 Programme Content

The training course followed a 16-week Work Plan in which activities were organized into two phases. The programme emphasized practical, "hands-on" experience through the completion of 11 production exercises, the last of which involved the production of a substantial programme.

a. Phase 1 covered 8 weeks of introductory material on media history, application, and concepts, equipment, production planning, and editing. Material was supplemented by practical exercises, most of which were done on an individual basis. Toward the end of phase 1, all trainees worked together on a programme about the drinking water in Baker Lake.

b. Phase 2 centred on individual productions for which each trainee was required to research, plan, shoot, and edit a longer videotape or film. Medium and subjects were chosen by the trainees; Treatments and story boards were approved by the Project Director and Trainer. Six trainees chose videotape and did programmes on Inuit life styles, the school's "on-the-Land" programme, the housing situation in Baker Lake, Sanavik Co-op, various Inuit in the area, and Baker Lake itself. One trainee worked in film, making a programme on traditional Inuit life style.

Scheduling video and editing equipment to allow equal access was difficult with only one editing unit. The only major problem, however, involved film processing. Several 2--foot reels of the film on Inuit traditional ways was ruined through processing errors by Kodak. This was a loss of valuable footage

and had some impact on morale and approach to the use of film.

As a conclusion to the training programme, 4 trainees' productions were screened in the Baker Lake community hall. The two-hour session was attended by a capacity crowd of over 300. Between 100 and 200 people attended an Open House which followed at the Production Centre where the trainees demonstrated equipment and showed films. Reaction to the evening was so enthusiastic that a second screening was scheduled.

In interviews, the trainees stated that the programme was successful as an introduction to video and Super-8. They expressed the need for additional training in script writing, editing, and technical aspects of productions useful to their working situation. The trainer felt general levels of competence would expand through experience, but that trainees would benefit from more work on script writing and community animation. Both noted the relation among number of trainees, trainers, equipment, and course content. The programme was workable for an introductory course, but advanced training requires a tight student-teacher ratio and more equipment, or professional working situations.

Summary & Conclusions

Programme content was organized into introductory and production phases built around individual and group exercises, including a major production researched, planned, shot, and edited by each trainee. The only major production problem involved film processing. Participants noted that the programme was workable at the introductory level, but advanced training

requires a tight student-teacher ratio and more equipment, or professional working situations.

Recommendations

That future training plans consider the relation among number of trainees, trainers, equipment, and the level of course content.

2.1.6 Equipment

The training programme was built around Super-8 and video production equipment.

a. Video

During the training programme, the Centre was equipped with one video camera and one editing unit. The majority of trainees preferred to work in video because of its immediacy and the absence of processing delays or problems. Following the course, the Centre acquired a high-quality, BVU video unit to allow future training and production.

This unit subsequently suffered extensive damage through an accident on the Land and was replaced. Early Production Centre tapes were affected by a vertical "jitter" due to power-supply problems and line frequency in Baker Lake. A voltage regulator and frequency converter were installed to correct this problem.

Centre staff designed two production aids: a battery belt with caribou skin pouches which was made by Inuit Piquosi; and a mobile qamotik (sled) with heater to be pulled behind a skidoo to keep their equipment warm.

b. Super-8

Two Super-8 cameras were available for the training

programme. After processing, film was transferred to video for editing. The time lag for processing and process of transferring it to video limited its use, but film proved the more practical medium for productions on the Land. Again, image quality was affected by low and fluctuating power. And, a rear-screen projection system for the Tele-cine was problematic. In February 1980, the Super-8 transfer facilities purchased for the Centre were judged inadequate. The Centre hopes to replace them, but has had difficulty in locating a satisfactory tele-cine chain within the $12,000 price range. In the meantime, Baker Lake footage has been transferred from film to video at CBC Yellowknife, and Eskimo Point footage has been transferred from film to video at the National Film Board (NFB).

c. Maintenance

Equipment breakdown was not a major problem during the programme, but because equipment had to be sent south for repairs, it was a constant factor in training and production scheduling. As a result, equipment maintenance was stressed in training and staff orientation sessions. Furthermore, the Centre Manager spent a week in Ottawa in April 1980 for training in equipment maintenance. Inukshuk also requested that the technician for the CBC Keewatin Radio Production Centre be trained on video equipment and made available to the Baker Lake Centre. This was unworkable since specialized equipment requires parts and expertise available only in the South.

Summary & Conclusions

During the training programme the Centre was equipped with one video camera and one editing unit. The majority of trainees preferred to work in video because of its immediacy and the absence of transfer and processing problems. Following the course, the Centre acquired a high-quality BVU video unit. Equipment maintenance was stressed at the Centre, but no solutions were found to the problems of breakdown and southern repair.

Recommendations

That future media projects in the North continue to work on solutions to the problems caused by dependence on southern film processing and equipment repair.

2.1.7 Programme Funding

The training programme was cost-shared with the Department of Manpower which contributed half of the salaries for the trainees and the trainer. Inukshuk assumed the costs of production and salaries for the duration of the Project, but explored current and future funding sources for the Production Centre. The Territorial Government (GNWT) allowed Inukshuk to renovate and use an unoccupied house in Baker Lake. This was subsequently sold to the Project for $1 and was available for Production Trainers.

Conclusions

The training programme was cost-shared with the Department of Manpower, a highly effective arrangement.

2.2.8 Training Follow-up

Follow-up training for the Production Centre team included professional filming sessions, Inukshuk workshops, and a requested follow-up session. The Centre crew worked with CBC on segments for the 1979 and 1980 Christmas Specials, and travelled to the CBC Yellowknife studios in 1981. The team participated in the staff workshops held in Baker Lake in May 1979, and May 1980, and in the January 1981 evaluation conducted by satellite. Two members of the production crew visited New York studios in May 1981 as part of a sponsored trip. A requested session on audio techniques was held in Baker Lake between June 20 and June 29, 1980. Since November 1980, follow-up training has been provided by a resident Production Trainer.

Summary & Conclusions

Training follow-up for the Production Centre staff included professional working sessions, Inukshuk workshops, and requested short courses. Since November 1980, follow-up training has been provided by a resident Production Trainer.

2.2.9 Future Training Needs

At the final Wrap-up meeting, Production Centre staff discussed their future training needs. The film makers expressed the need for future technical training on video equipment, including editing and audio applications. The trainer felt there was need for further work in the area of converting ideas into programmes.

All staff recognized the difficulty of operating both training and production programmes at the Centre. Running these simultaneously demands additional space, equipment, and staff,

and a specific course outline to organize training. Staff felt that training courses required a minimum two-to-three-week period to be effective. The film makers were particularly interested in professional, on-the-job training, and were this available, are willing to attend 6-month training sessions in the South.

Summary & Conclusions

Future training needs include technical training in video, editing, and audio applications, and training in programme development and implementation. Training programmes at the Centre are difficult because of production demands. To use the Centre for both purposes demands additional space, equipment, and staff. Two to three weeks are required for minimum training. Given professional, on-the-job training, the film makers are willing to attend 6-month sessions in the South.

Recommendations

That future training plans consider longer, on-the-job training sessions for active film makers.

That the Production Centre facilities and schedule be assessed and adjusted to meet the needs for future training and production.

2.3 Community Co-ordinators

Community Co-ordinators participated in two training workshops organized by the Programming Co-ordinator.

2.3.1 Baker Lake Workshop

Community Co-ordinators were hired in late April 1980 and an orientation workshop was planned for the following month.

a. Participants

The workshop included all Regional and Community Co-ordinators, the Production Centre Staff, Project Director, Operations Manager, and Evaluator.

b. Time Frame

Planned as a two-week session, the workshop was shortened to 10 days because of flight schedules. It was held from May 5 to May 15, 1980. The planned agenda was unaffected because the participants worked with commitment and enthusiasm throughout the 10-day period, including evenings and weekends.

c. Workshop Content

The workshop agenda included the background, goals, and technical details of the Project; programming possibilities; principles for satellite access and use; evaluation methods; and details of the Community Co-ordinators' role. A detailed information package supplemented presentations, and the agenda topics led to animated discussion and active decision making. During the workshop the Production Centre staff set up a simulated satellite link-up in which all Co-ordinators participated

d. Funding

The Department of Immigration and Employment agreed to contribute to the cost of holding two training workshops for the Community Co-ordinators.

Inukshuk's Technical Supervisor proposed that DOC hire the 6 Co-ordinators as communications trainees for a one-year period. DOC refused because the Co-ordinators were included in the proposed budget for the Project. As a result, the Community

Co-ordinators were initially hired for a shorter period of time.

Summary & Conclusions

A 10-day workshop for the Community Co-ordinators was held in Baker Lake in May 1980. The majority of Inukshuk staff attended this highly productive and participatory workshop, which discussed details of the satellite experiment and defined principles of access and use for the system.

2.3.2 Frobisher Bay Workshop

Community Co-ordinators worked in their local areas between May and August, 1980, meeting with local community groups to discuss their programme ideas and plans for the experimental network. A second workshop was held in Frobisher Bay in final preparation for the ANIK-B Phase.

a. Participants

All 6 co-ordinators attended the workshop, although one was late because of plane schedules. The Project Director was unable to attend due to a plane cancellation, but Inukshuk staff included the Operations Manager, Programming Co-ordinator, Supervising and Consulting Technicians, and Evaluator. Terry Pearce of Nunatsiakmiut and Mosesie Kipanik also attended the workshop.

b. Time Frame

The workshop was held between August 11 and 18 as planned. Participants worked with the same enthusiasm noted in relation to the Baker Lake meeting. Discussions continued throughout the weekend and extra sessions were initiated by the Co-ordinators. Agendas for both workshops were circulated in advance of the

meetings and Co-ordinators were requested to organize information and ideas for the sessions. The short, intense training periods were workable only because the participants were highly motivated and well prepared.

c. Workshop Content

The agenda included reports on work done with local, regional, and national groups over the summer; discussion and decisions on the details of programme production, scheduling, translation, and keeping records for evaluation; and a review of the operation of all equipment in the communities. In addition, sessions on production techniques, studio production and equipment use developed from workshop discussions.

Summary & Conclusions

A second cost-shared workshop was held in Frobisher Bay in August, 1980, in final preparation for the ANIK-B Phase. The participants were well prepared for, and highly involved in the 7-day session, which reviewed equipment operation and discussed details of community work, programme production, scheduling, and translation.

2.3.3 Follow-up Training

During the experimental phase Community Co-ordinators became increasingly involved in local production. Responding to their expressed interest, Inukshuk decided at the January evaluation session to arrange short training courses and in-house training on an individual basis for community staff. All the Co-ordinators were willing to spend a one-to-two-week period training in Frobisher Bay, but local activities made this

difficult during the experimental phase.

A trainer spent October 20 to 27, 1980 in Eskimo Point working with the new Programme Producer and film maker. He then spent October 29 to November 5 in Igloolik training the Community Co-ordinator in film making and video, with emphasis on pre-production techniques. Igloolik training was extended from February 7th to 16th to include a recently-hired Programme Producer/Film maker. The trainer and Igloolik community staff spent the following week at the Frobisher Studio working on the use of editing equipment and studio facilities. In the Spring, training was provided on the same basis for the Pond Inlet Co-ordinator, who then worked in Frobisher Bay for two weeks with the Production Trainer. The Eskimo Point Co-ordinator spent a week training at the Production Centre in Baker Lake.

In interviews, all the community staff found individualized and in-house training effective, but felt one-to-two-week sessions were too short to benefit fully from the Production Centre and Studio training. Because 4 of the ground station communities had no editing equipment, working at these locations was an important part of their production training.

In addition, Co-ordinators noted that the Frobisher Bay Studio was not designed to allow production or editing and broadcasting. Because the Studio is not an independent unit and there are no additional editing facilities, staff can either broadcast or record/edit. This places limitations on both training and production capacity.

Summary & Conclusions

Individualized and in-house training for the film makers and other community staff was effective, but sessions at the Production Centre and Studio tended to be too short for follow-up training in production and editing. In addition, the Studio is not designed to allow simultaneous broadcasting and editing or production, which places limitations on training and production capacity.

Recommendations

That future training plans continue to combine individualized and in-house training programmes for film makers, but extend training periods organized around editing and actual production work.

That future training plans consider modifying the Frobisher Bay Studio to provide independent editing and recording facilities.

2.3.4 Future Training Needs

At the final Wrap-up meeting, all the Community Co-ordinators expressed strong interest in further production training, including work in scripting, production techniques, and editing. They noted that training in all aspects of production allows staff to shift production roles, adding job variety and production resources. Given their number, uneven production skills, and broad approach, training might best be done through a relatively short, but organized training course, supplemented with on-going training arrangements.

Summary & Conclusions

Community Co-ordinators have expressed strong interest in

substantial broadly-based production training.

Recommendations

That future training plans consider a relatively short but organized course and on-going training arrangements for the Community Co-ordinators.

2.4 Studio Staff

In addition to in-house technical and production training, Studio staff were included in two orientation/production workshops. Nunatsiakmiut obtained funding through the DINA to hold an orientation workshop at the Studio. Ivan Barclay, Manager of the House of Commons broadcasting, directed the workshop between May 27th and May 31st, 1980. He recommended that the staff acquire more training in programme production and studio direction. A second workshop, sponsored by Inukshuk, was organized by Terry Rudden of Ottawa Cable, was held December 1st-8th, 1980.

Summary & Conclusions

Studio staff received orientation and production training in two workshops which included staff from Inukshuk, Nunatsiakmiut, and Frobisher Bay Adult Education.

2.5 Volunteer/Student Training

Frobisher Bay high school students were very interested in the Inukshuk Project and provided both programming and volunteer production staff. Inukshuk staff did basic training for the Studio volunteers. This was adequate for the experimental period, but organized volunteer training was needed if production were to depend significantly on volunteer effort. Studio

production moved in this direction when Terry Pearce of Nunatsiakmiut organized a training programme for the Frobisher high school (GREC) students, for which they earned course credit. In the Fall of 1980, 4 students enrolled in the programme, 2 from Baker Lake, 1 from Pond Inlet, and 1 from Greenland. Two left Frobisher Bay after Christmas and arrangements were made to combine the programme with the communications class and furnish training for 6 students. This demonstrated an important approach to volunteer training.

Summary & Conclusions

An important approach to volunteer production training was demonstrated through the organization of a credited training programme with Frobisher Bay high school students.

Recommendations

That future training for production volunteers consider programmes with community agencies such as schools, Adult Education, etc.

3.0 TECHNICAL PLANNING; ANIK-B SYSTEM

Technical planning for the pilot project included designing, equipping, and testing operation of the satellite experiment. It also meant working with community residents to introduce and arrange Project facilities. Factors oftechnical planning which directly involved implementation snd operation are noted here. Evaluation of the ANIK-B system and of its equipment is included in the technical report.

3.1 System Design

Early in the planning phase, Inukshuk system design required

adjustment because it was incompatible with DOC specifications which ITC had not yet received. The DOC specifications provided only one telephony channel for tele-conferencing to each ground station community. A second channel for "housekeeping calls" or facsimile transmission was not provided in the system. Adjustments were made in the Fall of 1979. A second telephony channel would have been a highly useful addition to operation of the ANIK-B system.

Initial design included 2-wire Darome tele-conferencing units. These could not be easily adapted to the 4-wire ANIK-B system and 4-wire microphone units were ordered for each community. Upon testing, these were found to have faulty cables which the manufacturer offered to replace.

In July 1980, DOC requested that Inukshuk share satellite power with 4 other users in the Western beam. Between September 1, 1980 and February 17, 1981, DOC field-tested the effectiveness of power sharing because of the demand for ANIK-B. Three transponders can be used at one time; Two are needed in the East; One is used by ITC, BCIT, Access Alberta, CBC, and BC-TV, all transmitting in the Western beam. Sucessful experimentation may indicate future access to satellite channels by an aggregation of users.

During the same period, DOC found that the channel used by Inukshuk and other projects was losing power and decided to change to another channel. The change was made in August and different oscillators were installed in each of the ground station communities between September 1st and 15th, 1980.

During technical planning Inukshuk found that mountains interrupted transmission between Frobisher Bay and Apex, a largely Inuit community which adjoins it. Residents of Apex pressured the Community Co-ordinator to expand the system. Total equipment installation was beyond the Inukshuk budget, but a strategy was developed to include Apex. The community held a fund-raising drive to cost-share equipment, and Eastern Arctic TV allowed Inukshuk to re-transmit from its building site. This arrangement proved workable and ITC later signed a 5-year lease with EATV (for one dollar a year) to house the Apex transmission equipment.

Summary & Conclusions

Inukshuk system design was sucessfully adapted to ANIK-B telephony specifications and channel shift. From a user's perspective, ANIK-B satellite design should have provided for a second telephony channel for in-house operation. The Project improvised a method to include Apex, the small community adjoining Frobisher Bay, in the system design.

Recommendations

That future satellite system design consider including two telephony channels, one for in-house operation.

3.2.2 System Equipment

Inukshuk considered and/or installed various equipment in preparation for the broadcast experiment. The Project installed telecopiers in each ground station community. This equipment was invaluable to ANIK-B operation because it allowed immediate transfer of any written information among the 6 communities and

to Ottawa. Inukshuk purchased Xerox equipment which, while incompatible with the DEX equipment the NWT Government has rented in seven communities, performed notably better in tests at CRC.

Inukshuk tried to locate a character generator for the Frobisher Bay TV Studio which could be programmed to display syllabic characters. Research concluded that this was unavailable for under $60,000. Given the cost, the Project was forced to install a Roman Orthography character generator in the studio and programme without syllabic titles.

Summary & Conclusions

Telecopier equipment was installed in the 6 ground station communities and this proved invaluable to broadcast operation. Inukshuk tried to locate a reasonably-priced syllabic character generator for the ANIK-B network, but was unsuccessful.

Recommendations

That budget items for future northern television projects include a syllabic character generator.

That future broadcasting experiments consider the importance of telecopier equipment.

3.3 Equipment Puschase

The Project purchased all equipment by going out to tender, a process which proved very economical. In addition, the Supervising Technician arranged the donation of considerable equipment to the Project, including two vector scopes from CBC Edmonton, distribution modulators from S.A.I.T., and 3 modulators from Crowsnest Cablevision (Bellevue, Alberta). The total value of the donated and loaned equipment is approximately $10,000,

which represents a definite contribution to the Project technical budget.

Summary & Conclusions

All equipment for the Project was purchased through tenders, a process which proved economical. In addition, a portion of technical equipment was donated or loaned to the Project.

Recommendations

That future satellite projects consider the advantages involved in purchasing equipment through tenders and arranging the donation or loan of technical equipment.

3.4 Broadcast Schedule

The adjoining broadcast schedule was proposed to the DOC in March 1979. The 16.5 hours of programming were selected as the most effective viewing times across 3 time zones, and were approved by the DOC.

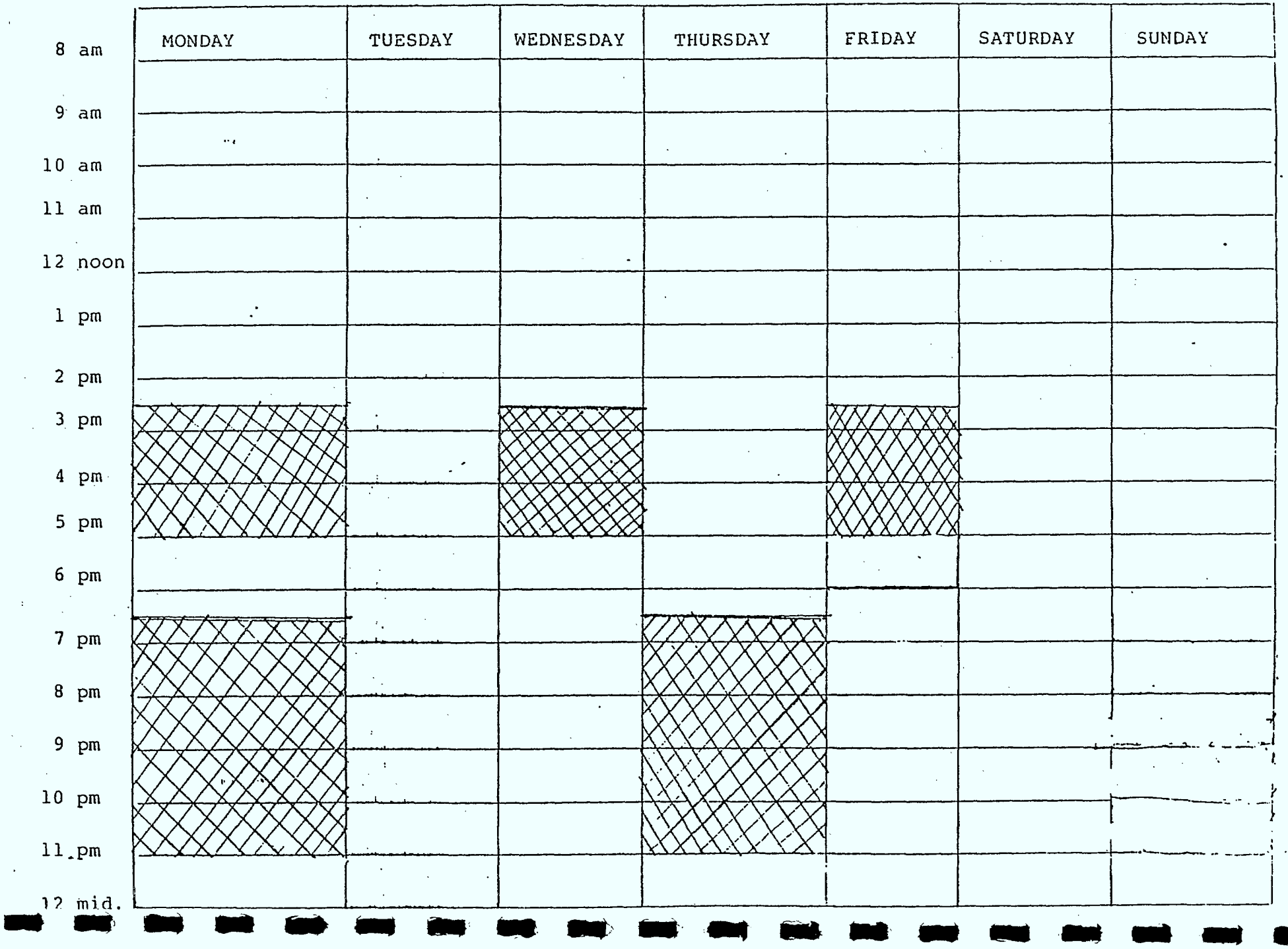
Summary & Conclusions

Inukshuk designated 16.5 hours of broadcast programming for the live satellite experiment.

3.5 Community Preparation

In the Spring and Summer of 1979, Regional Co-ordinators visited the 6 participating communities to explain details of the Project, and discuss necessary community arrangements. By September, technical staff had re-visited each community to select ground station sites. They found considerable awareness of, and interest in the Project as a result of the Regional Co-ordinators' work. The ground station sites presented no technical problems with the exception of Frobisher Bay, where

INUKSHUK SCHEDULE FOR USE OF ANIK B (EASTERN TIME)



mountains interfered with the signal to the adjoining community of Apex.

The technical team helped each community decide upon any or all participatory options: 1) small, closed meetings; 2) large meetings restricted to one location; or 3) home set reception. (See Appendix) Five of the communities chose all 3 options. Igloolik, where concern about television remains high, wanted controlled access and selected 3 community locations; the school, Hamlet Office, and Adult Education Building. The team also discussed the location of the video screen and tele-conferencing area and the site of the ANIK-B dish, informing the community of any necessary renovations. Four of the communities decided to enclose the videoscreen in a protective cabinet. Selecting a site for the satellite dish was not a problem in any of the communities except Frobisher Bay, where a system was improvised to provide a signal for Apex.

Ground station communities required buildings for transmission and reception, gravel pads for the satellite dishes, a satellite equipment storage area, and antenna poles or towers. Some of these items were readily available in the communities. The following pages detail equipment installation and list equipment provided by Inukshuk. Several changes in equipment locations occurred during early technical planning. By Spring 1980, buildings for use in the ANIK-B Phase were confirmed in every ground station community. Pond Inlet initially selected the Adult Education building for meetings, then decided to re-locate in the Recreation Hall. In addition, the Town Planning

and Land Division considered moving the Telesat Canada ground station in that community. This was delayed and did not affect system design. The PIC-TV building in Pond Inlet was extended with the addition of a small building to provide for Inukshuk equipment. The re-location and wiring of the addition met with lengthy time delays.

INUKSHUK EQUIPMENT

DONATED TO COMMUNITIES

Communities:

Baker Lake

Cambridge Bay

Eskimo Point

Equipment	Approximate value
Video Screen	$ 5,500
Video player/recorder	2,900
T.V. Set	800
Transmitter, cables, etc.	12,000
	$ 21,200

Communities:

Frobisher Bay

Pond Inlet

Equipment	Approximate Value
Video screen	$ 5,500
Video player/recorder	2,900
Transmitter, cables, etc.	12,000
	$ 20,400

Communities:

Igloolik

Equipment	Approximate Value
Video Screen	$ 5,500
Video player/recorder	2,900
T.V. Set	800
	$ 9,200

JOBS	ESKIMO POINT	CAMBRIDGE BAY	POND INLET	IGLOOLIK	FROBISHER BAY	BAKER LAKE
1. a) Video Screen Storage Cabinet	X	X	X	not required	not required	
b) Dolly	X	X	X			
2. Satellite Equipment Room	already available	X	X	already available	X	X
3. Gravel Pad	X	X	X	X	X	X
4. Antenna Pole or Tower	X	X	X	not required	X	X
5. CRTC Licence Application	X	X	X	not required	X	X

Wooden beams for the gravel pad bases and fencing were shipped to all communities in the Spring of 1980. Community Co-ordinators were responsible for assembling the wooden beam bases and each community provided the gravel pad. In Cambridge Bay the building which had been designated for satellite equipment was mistakenly torn down and, just before the equipment arrived the Regional Co-ordinator negotiated moving a small building and reconstructing a pad for the ground station. These examples suggest the difficulty of planning technical installation too far in advance.

Summary & Conclusions

By September 1979, Regional Co-ordinators and technical staff made arrangements for all ground station communities' transmission and reception locations, and equipment installation. Several changes in equipment location suggest the difficulty of planning technical installation too far in advance.

3.6 Transmission Terminal

The Frobisher Bay transmission studio was located in a section of the Adult Education building which was modified for this purpose. ITC received permission from the Fire Marshall (GNWT) on October 29, 1979, to modify the building, and a permit was issued by the Frobisher Bay Council on October 31st.

The Frobisher Bay Village Council agreed to re-imburse ITC for the cost of the material (estimated at $ 5,500.), needed, on the condition that "the Municipality has some involvement in the decision-making of the Inukshuk station in Frobisher Bay". (Inukshuk Quarterly Report, February 4, 1980). The Council also

agreed to provide the gravel pad needed for the satellite system.

Inukshuk requested that the NWT Government, Baffin Region, donate $ 6,000 to cover labour costs incurred in modifying the Adult Education Building. After discussions with the Regional Director, the GNWT agreed to donate actual labour toward the Project. The electrical work was done at no cost to the Project and one full-time carpenter was assigned to work with the Technical Assistant, who was in charge of building modification. Work on the Studio began on January 10th, and was completed by February 4, 1980.

Ivan Barclay, Chief, Radio-TV Branch, House of Commons, was contracted on November 5, 1979, to submit a report recommending a studio equipment package for the Frobisher Bay studio. These recommendations were reviewed, accepted, and bids requested on the equipment. The package was wired and ready for testing in late Spring, and was installed in Frobisher Bay by the Project technicians between April 13th and 30th, 1980.

Summary & Conclusions

Modifications necessary for the Frobisher Bay transmission terminal were cost-shared with the municipality and the NWT Government. Renovations were completed by February 1980, and a studio equipment package was installed in April.

3.7 Test Period

Inukshuk began experimenting with the satellite system in August, 1980. Frobisher Bay, Pond Inlet, and Igloolik, were operating during afternoon test periods in early August and, by mid-month, Baker Lake and Eskimo Point were connected to the

system. During the August tests, the network experienced no problems with the interface equipment. Audio reception, however, was a re-occurring problem, particularly in Igloolik and Eskimo Point. Repairs were made when technicians visited the communities in September to install new oscillators.

Problems with telephony equipment and the required shift in satellite channels justified Inukshuk's decision to include a month-long test period for the satellite network. Without this time to build satellite experience, and repair equipment, scheduled broadcasts would have met with the frustrations of equipment breakdown and system interruption. In retrospect, DOC may have underestimated the time needed to render their equipment fully operational for link-up with the Inukshuk equipment.

Summary & Conclusions

Problems with telephony equipment and the required shift in satellite channels justified Inukshuk's decision to include a month-long test period for the ANIK-B experiment. In retrospect, DOC may have underestimated the time required to ready their equipment for link-up with the Inukshuk equipment.

Recommendations

That future satellite experiments include a designated test period.

3.8 Equipment Removal

The Community Co-ordinators were responsible for assisting with equipment removal and site clean-up in the ground station communities. DOC equipment was removed from the communities in late May and early June, 1981. In all the locations, the

Community Councils were offered the gravel pad, fencing, oil drums, and wooden bases. The Darome microphones were sold to Memorial University and local broadcasting equipment was left in each community. Igloolik, which selected 3 reception locations, has cables running from the Hamlet Office to the school and Adult Education Building. Five of the communities now have community television facilities with home reception; The sixth has video playback in 3 locations.

Summary & Conclusions

DOC equipment was removed from the ground station communities in late May and early June, 1981. All other materials and equipment were donated to the communities, 5 of which now have local television transmitters and home reception capability. The sixth has video playback in 3 locations.

4.0 LICENCING

The Inukshuk Project involved obtaining local and network licences for the broadcast network.

4.1 Local Licences

Applications were submitted to the CRTC on December 3, 1979, requesting a licence on behalf of a local broadcasting society to operate a community television station in each of 5 ground station communities. Since Igloolik had no local transmitter, no licence was required. The applicants for the local licences included:

Baker Lake — Armand Tagoona, representing a society which has incorporated and is in the process of establishing a Board of Directors.

Cambridge Bay - David Kaosoni, representing a newly-formed

- society which was incorporated in August, 1980.

Eskimo Point - Arviaqpuluk Radio Society

Frobisher Bay - Nunatsiakmiut

Pond Inlet - Pond Inlet Community Television (PIC-TV)

CRTC approved all 5 applications on August 11, 1980, and issued licences extending to September 30, 1983. The CRTC decision reads in part (p. 2):

> These applications were submitted in relation to Inuit Tapirisat of Canada's innovative project "Inukshuk", scheduled to begin 1 September 1980, which will involve the carriage of sixteen and a half hours of network programming per week for the six month period. These new stations will broadcast this programming in Inuktitut and in English from Frobisher Bay, N.W.T., via Anik B for a six month period expiring 30 March 1981. The licensees should inform the Commission of their programming plans once the Inukshuk project has ended.

CRTC's approval of licences for the ground station communities participating in the Inukshuk Project was an important measure. ITC was highly encouraged by the CRTC decision, as were Inuit in the local communities. Because Inukshuk staff operated the ground station facilities in each community, local licence holders were only indirectly involved in the Project. Upon completion of the experiment, local licence holders are fully responsible for local broadcasting, which has been established through the equipment and experience accrued during the Inukshuk Project. In several communities, staff have met with the local broadcasting societies to clarify their long-term roles.

4.2 Network Licences

In response to a request by CRTC, a network licence application was submitted by ITC on January 4, 1980, related to the 16.5 hours per week of ANIK-B programming broadcast over the local TV transmitters. ITC signed affiliation agreements with the local licence applicants agreeing to provide them with unspecified hours of Inukshuk network programming which must be aired at times specified by ITC. The network licence application was also approved on August 11, 1980, and covered the period between September 1, 1980 and February 28, 1981. After tentative approval of their proposal to extend the Project, ITC applied to CRTC to extend the network licence to May 31, 1981. This was approved. Throughout the broadcasting phase, programme logs were filed regularly with the CRTC as required by the regulations. In December 1980, ITC made a conditional application for a broadcasting licence for the Inuit Broadcasting Corporation, an independent non-profit corporation. This was granted by the CRTC in mid-April and the Network incorporated on July 27, 1981.

4.3 DOC Regulations

On January 29, 1980, ITC submitted applications for Technical Construction and Operating Certificates to the Department of Communications. As required, a letter was sent to each Council in the ground station communities asking them to pass a resolution stating that they understand and accept the limitations inherent in the operation of a low-power TV service and the applicant's responsibilities thereunder. This request must have been confusing to the councils, but all 5 communities

signed the resolutions.

Summary & Conclusions

CRTC approved a network licence for the Inukshuk Project and its extension, and licences for the 5 ground station communities operating television transmitters. Programme logs were filed with the CRTC throughout the broadcast period. DOC regulations for Technical Construction and Operating Certificates were met. In December 1980, ITC applied to CRTC for a broadcasting licence for the Inuit Broadcasting Corporation. The licence was granted in mid-April and the network incorporated on July 27, 1981.

5.0 INFORMATION, PUBLICITY, AND PUBLIC RELATIONS

Implementation of the Inukshuk Project depended importantly on publicizing the Project in the North, and providing information to participating communities. At different stages of implementation, different methods were used to inform Inuit about the Project, many of which effectively supplemented the work of community staff. In addition, information was provided to southern Canadians and others through Inukshuk staff and material, and through established media.

5.1 Name Contest

On October 2, 1978, ITC announced a contest to find a name in Inuktitut for the ANIK-B Project. The deadline was November 15. Telesat Canada donated the prize of a trip to Florida to watch the launch of the ANIK-B satellite on December 15. The 5 Regional Co-ordinators selected the name "Inukshuk" from among 39 submissions. Two people, David Audlakiak from Frobisher Bay, and Larry Ussak from Rankin Inlet, submitted this name. Both went to

the launch accompanied by Aani Palliser of ITC.

5.2 T-Shirts

Community staff requested that Inukshuk t-shirts be made to promote the Project. The decision included silk-screening by a northern co-operative and the best price was submitted by Inukjuak Co-op. Designs were submitted by Inukjuak Co-op, Ipellie, and two Ottawa graphic artists. The Co-op design was selected and shirts were distributed to all Project communities. They were sold at cost throughout the 3-year period.

5.3 Inukshuk Booklet

Inukshuk contracted with Charette Limited to design and print an information booklet for the Project. The attractive booklets included a clear summary of overall goals and activities, printed in English and syllabic Inuktitut. Roman Orthography for Labrador and Central Arctic dialects were inserted in copies sent to those regions. The booklets were distributed to each Inuit household in the Project area. At the final Wrap-up session, community staff noted that the booklets proved an effective vehicle for general information about the Project. Because they were attractive, clearly written, illustrated with photographs, and the print was large enough to read easily, Inuit tended to keep the booklets after reading them. Staff suggested future booklets be printed in English, Syllabics and Roman Orthography, and be distributed using the mailing list of DINA's Inuktitut magazine.

The Inukshuk booklet also served to provide information about the Project to interested agencies and individuals in

Canada and other countries, notably Greenland and the United States.

5.4 Inukshuk Project Videotape

An 8-minute videotape was made by Inukshuk for use by the Community Co-ordinators in their discussions with community groups. The videotape explained the Project in some detail and encouraged the participation of local groups in Inukshuk Programming. Because the videotape was urgently needed in the North and the Keewatin Regional Production Centre had other commitments, Inukshuk used a cameraman located in Ottawa to shoot the tape. All the Community Co-ordinators played the tape at least once and found it useful. At the final Wrap-up meeting, staff suggested that future projects provide information using a videotape for community screening and discussion and an audio tape which could be aired on community radio stations.

5.5 Newsletters

Inukshuk planned to distribute two or three newsletters during the planning and operation stages of the Project. The English version of the first newsletter was mailed to individuals and agencies in the South in May, 1980. DINA translated the newsletter into Inuktitut for northern distribution, but the time delay meant most of its contents were outdated. A second English newsletter was ready for mailing in August, 1980. The Inuktitut version was distributed in the North in October and incorporated timely news from the earlier report. Information for a third newsletter was gathered but because of delay caused by translation it was not distributed.

At the final Wrap-up meeting, staff felt that translation and northern mailing conditions made newsletters relatively ineffective in providing current information about the Project to Inuit. They suggested that future projects concentrate on providing Project news through national Inuktitut publications and local newspapers. Inuit Today, Nunatsiaq News, and others were used during the Project, but regular channels and deadlines would increase effectiveness.

5.6 Project Manual

Inukshuk printed a detailed manual for the information of Inuit in the ground station communities. These were mailed to the Community Co-ordinators in Spring, 1980, along with diagrams to be used in local discussions about programming and operation. All the Co-ordinators distributed the manuals and found them useful in that they contained precise information about participating in the Project, and the broadcasting schedule. Co-ordinators noted that the manual's print was too small to be read easily, especially in Syllabics. Community staff suggested that video and audio might prove better media for providing specific information on the community level. If written information is distributed, print size and format are important considerations.

5.7 Local Radio Stations

In several communities, local radio stations were used to provide initial and continuing information about the Project. Community radio stations in Eskimo Point, Igloolik, and Baker Lake broadcast activities and programme schedules, as did CBC

radio in Frobisher Bay. Staff in these communities stressed the important role of local radio in these communities, and felt it was the most effective means of publicizing activities and providing current information to Inuit. In Eskimo Point radio was also used to obtain feedback on the Project through household surveys.

5.8 Articles and Papers

In the South, information about the Inukshuk Project was provided, in part, through attendance at selected academic conferences, magazine articles, and press releases. Given the high-profile experiment, staff selected academic participation and magazine coverage so as not to become overburdened with providing information about the Project.

The Operations Manager and Project Director were invited to present a paper on Inuit communications needs for York University's Urban Studies Symposium entitled "Communications, Computers, and Human Settlements". Green delivered the paper during the March 19-21, 1980 symposium. Green also presented a paper to the American Association for the Advancement of Science on January 7, 1981, in Toronto, entitled "The Inukshuk Project: Use of TV and Satellite by Inuit Communities in the Northwest Territories".

The Inukshuk Project was the cover story of the May 1980, issue of Fuse Magazine. Copies of this issue were sent to Ministers and Government officials. In addition, articles on Inukshuk appeared in the January 12, 1981 issue of MacLean's magazine, in the January 1981 issue of Igalaaq, and in the 1980

issue of Rights and Freedom, No. 35-36, The Globe and Mail, (Toronto), and other newspapers.

5.9 Radio and Film

Peter Raymont produced a programme about the Inukshuk Project which was aired on CBC Sunday Morning radio on October 12, 1981. In addition, he submitted a proposal to ITC to produce a 16mm film about the Project intended for Canadian and International distribution. Inukshuk staff supported the proposal and ITC helped Raymont obtain funding through DINA. The film was completed in the summer of 1981 and was shown at a Toronto film festival in September.

5.10 Openings

The Inukshuk Project promoted two special events to inaugurate the broadcast system in the North. An Opening Night was held on September 29, 1980, to officially mark the end of the testing period and the beginning of regular programming. Frobisher Bay was the only community in which local transmission was installed, but Open House was held in all the ground station communities.

On December 1, 1980, a Grand Opening was held to promote the fully-installed broadcast network. The special broadcast of live and taped programming included a message from the Minister of Communications who spoke over the network from Frobisher Bay, and a telephone call from the Minister of Northern Affairs, which was transmitted over the network. The CRTC was represented by the Chairman, Vice-Chairman, and former Chairman of the Extension of Service Committee. CBC was represented by the Director of CBC

Northern Service.

5.11 Information Requests

The Inukshuk Project stimulated considerable interest and ITC was asked repeatedly for information about the Network. Literally hundreds of students, teachers, media specialists, and others, contacted the Ottawa office for information about the Project. A list of 20 individuals or organizations which suggested long-term exchange possibilities is included in the Appendix and cites organizations from Japan, Alaska, Finland, Sweden, and Australia. To respond to these requests an information Kit containing the Inukshuk Booklet, newsletters, and other materials was assembled. This proved an effective method of providing information upon request without spending exorbitant amounts of time.

Summary & Conclusions

Inukshuk provided information about the Project to Inuit and others by using a wide variety of northern media and selecting activities in the South. The Inukshuk booklet, videotape, and use of local radio were particularly effective as supplements to community work. Newsletters and the Project manual were less effective in providing information to Inuit. The Project stimulated considerable interest and support in both the North and the South, and among international organizations. Literally hundreds of requests for information led staff to assemble an information kit on the Project. This proved an effective method of providing information without spending exorbitant amounts of time.

Recommendations

That future northern projects consider using video and audio to provide local information, especially when the information supplements community work.

That provision of written information for northern communities consider the importance of print size and format and the problems of translation and mailing.

6.0 PROGRAMME PLANNING AND BROADCASTING

Programme planning for the Inukshuk Project meant initiating programme sources within 4 designated categories; meetings, Inuit broadcasting, adult education, and children's programming. Planning focussed on the development of programming for the ANIK-B system, but included programmes for the videotape distribution system. Programme planning drew upon 3 major sources: 1) live and taped productions by community groups and other organizations initiated primarily to test the interactive capacity of the ANIK-B system and its effectiveness; 2) programmes from the Keewatin Regional Production Centre and community film makers for broadcast television and distribution, and; 3) programmes made by other Inuit production centres, Taqramiut Nipingat Inc., independent Inuit film makers and relevant non-Inuit productions. As a result, programme planning was directly inter-related with other aspects of the Project, such as establishing production facilities, training staff and initiating videotape distribution. In particular, programme planning for the ANIK-B experiment demanded extensive community work to provide programmes made by and for Inuit in the

communities.

6.1 Interactive Programming

Programming for the ANIK-B system was the primary responsibility of the 6 Community Co-ordinators and the Programming Co-ordinator. Planning involved initiating contact and working closely with local groups, contacting other potential users, and organizing all aspects of programming for the satellite experiment.

6.1.1 Potential ANIK-B Users

At the Baker Lake workshop in May 1980, the Co-ordinators enlarged upon a list of organizations which could be considered potential participants in satellite programming.

A. Local Groups

Hunters and Trappers' Associations
Land Claims Committees
Education Committees/Societies
Old Folks Groups
Hamlet/Settlement Councils
Co-ops
Alcohol Committees
Health Committees
Recreation Committees
Radio Societies
TV Societies
Housing Societies
Churches
Youth Groups
Ladies' Groups
Fire Fighters
Search and Rescue

B. Regional Groups

Kitikmeot Inuit Association
Keewatin Inuit Association
Baffin Region Inuit Association
TNI (Northern Quebec)
Baffin regional Council
Central Arctic Area Council

C. National Groups

I.T.C.
Inuit Cultural Institute
Inuit Development Corporation
Inuit Non-Profit Housing Corporation
N.W.T. Game Advisory Council
Consumers' Association
National Interpreters' Group
Legal Aid

D. Additional Potential Users

Private Enterprise
Entertainers
Frobisher Bay Students
OECA (Ontario Educational Communications Authority)
Canada-Japan Exchange
Canada-Tanzania Exchange
Government departments
Politicians

6.1.2 Guidelines for Access

Planning for the live satellite experiment, the Baker Lake workshop also set programming priorities by establishing principles of access to the satellite system:

a) Inuit organizations have top priority in satellite usage.

b) A certain amount of satellite time must be set aside for groups that could pay for satellite use in the long run - in order to test out if satellite use is economically viable for them.

c) As many Inuit groups as possible should be given the opportunity to use the satellite.

d) In general, topics that are of the most inyerest among all communities will have the highest priority.

e) Urgent issues affecting Inuit life will take priority over all other uses of the satellite.

f) Government departments will have the lowest priority - except in response to community requests. They will be asked to pay for

studio time if they do use the satellite.

6.1.3 Local Groups

The Community Co-ordinators were responsible for contacting local groups to explain the Project and begin developing programming ideas. The following chart summarizes meetings held with these groups in each of the ground station communities during the summer of 1980. In discussing their work, Co-ordinators noted the difficulty of meetings with local organizations snd voluntary groups during the summer. When it was impossible to meet with entire groups, individual representatives were contacted and plans made for follow-up meetings in August and September. Community Co-ordinators also spoke with numerous individuals and used local media and Inukshuk materials to publicize and explain the Project. At the August workshop, the Co-ordinators felt all the communities were well informed and enthusiastic about participating. A common response from Inuit hearing about Inukshuk and its potential for Inuktitut programming was "It's about time" and the Project was so well publicized that in August, taxi drivers in Frobisher Bay requested an information session with the Community Co-ordinator to be able to answer questions from their patrons.

Additional meetings were held throughout the testing and programming period. Local requests for meetings over the satellite remained steady with the exception of a period toward the end of Phase One and the beginning of Phase Two. This trend indicates that the Co-ordinators successfully diffused information among the communities. Programming requests

	Frobisher Bay	Pond Inlet	Igloolik	Eskimo Point	Baker Lake	Cambridge Bay
Hunting/Trapping Assoc.	X		X	*		
Land Claims	X			*	NA	*
Education Comm.			X	*		
Old Folks	X		NA	*		X
Council	X	*	*	*	*	X
Co-op	X	*	*	X		X
Alcohol Comm.		X	X		X	
Health Comm.		*	X	X	X	*
Recreation Comm.	X		*	*		NA
Radio Society	X	*	X	*		*
Housing Assoc.	X	*	X	*	X	X
Churches			X		X	
Youth Group	*	NA	NA	NA		
Ladies Group			*		*	
Fire Fighters					*	X
Search & Rescue				NA	X	NA
School: Principal/ Teacher's Assistants	*		X*	X *	X *	
TV Society	*	*	NA	NA	NA	NA

Key

X Met with individual from group
* Met with entire group

increased again during the extension period. The most active groups were women, older Inuit, and students; The least active was young adults. Forty-five Inuit organizations produced a total of 85 live, inter-active satellite meetings. Each community organization participated in the meetings as it wished.

In terms of the actual number of local Inuit groups the community totals were as follow: Frobisher 60; Igloolik 68; Baker Lake 67; Cambridge Bay 52; Eskimo Point 62; Pond Inlet 70, for a total of 379 local participating organizations.

Community staff noted that the meetings strengthened local groups because they made people aware of activities and concerns across the Northwest Territories. In Cambridge Bay, for instance, formation of a Women's Auxiliary group initiated by the Anglican minister was re-enforced by the high-level involvement of women's groups in interactive programming. In addition, Cape Dorset, Pangnirtung, and other communities requested involvement in the Network. Finally, the written survey comment of a student from Pond Inlet, who participated in meetings with other students through the ANIK-B system, notes in part:

> Our use of the Inukshuk Broadcasting was for the exchange of information about the communities of the NWT--and specifically the communities involved with the Inukshuk Broadcasting Station. Due to the professional attitude of our co-ordinator in Pond Inlet, our programmes were carried out efficiently and without delay. All communities were prepared for each meeting because of the teletype facility here in Pond Inlet. Jayko Anaviapik (Pond Inlet's Co-ordinator) and his assistants deserve recognition for their fine prompt work during the duration of the project.

6.1.4 Regional and National Groups

The Programming Co-ordinator was responsible for encouraging regional and national groups to participate in the Inukshuk Project. During the summer of 1980, the Co-ordinator met with representatives from Kitikmeot Inuit Association, Keewatin Inuit Association, Baffin Regional Inuit Association, Central Arctic Area Council, Inuit DEvelopment Corporation, Inuit Non-Profit Housing Corporation, ITC Land Claims, Inuit Cultural Institute, NWT's Consumers' Association, and Legal Aid. The Baffin Regional Council could not be contacted until early Fall, the NWT Game Advisory Council disbanded prior to the Project. As a result, all appropriate regional and national organizations were contacted well in advance of the programming period. In addition, arrangements for videotape exchange with Taqramiut Nipingat Inc. were made through the Operations Manager.

The Programming Co-ordinator also met with representatives from Canadian Arctic Co-operative Federation Ltd., Canada Employment Centre (Yellowknife), Prince of Wales Northern Heritage Centre, CBC-TV Yellowknife and Frobisher Bay, Frobisher Bay Teacher Education Programme, the Inuit Committee on National Issues, and the Linguistic Division of the Territorial Government's Department of Education.

Of the Inuit organizations contacted, 5 did live programmes on the network: Baffin Regional Inuit Association, Baffin Regional Council, Inuit Committee on National Issues, Land Claims, and Legal Aid. Taped programmes were made with Kitikmeot Inuit Association, and the Inuit Cultural Institute. The Keewatin Regional Production Centre made requested programme

shorts for the Inuit Non-Profit Housing Corporation. In addition, the Co-op Fedeartion participated in a locally-initiated meeting.

Inukshuk had anticipated that ITC would use the network for Board or Annual Meetings, but two features of the system curtailed this use. The broadcast schedule was broken into units which did not accomodate long meetings, and the system was limited to only 6 of 57 communities. Nunatsiakmiut and Inukshuk crews videotaped the 1979 and 1980 Annual Meetings of ITC, but programmes have not yet been made from this footage.

Inukshuk arranged for the network participation of Inuit organizations working in the South. Ottawa's CJOH-TV donated studio time on a bi-monthly basis to tape interviews with resource people who were not available to go to Frobisher Bay for a live appearance. Tapes were transmitted from the Frobisher Bay Studio, where northern staff could discuss issues with participants from the ground station communities. Three programmes were produced at CJOH and several more were planned. Ottawa Cable also donated production service to the Project. On two occasions, they sent a mobile crew to ITC offices to tape interviews with the ITC President.

6.1.5 Additional Potential Users

Through the work of the programming staff, a number of other Inuit groups and non-Inuit agencies participated in the system. The Community Co-ordinators arranged for Frobisher Bay students' and Inuit entertainers' use of the network. ITC was involved in a meeting arranged by Bell Canada and both the Territorial

Council and the Territorial Council Education Committee used the system.

6.1.6 Programme Ideas

The work by the Community and Programming Co-ordinators during the summer of 1980 resulted in a list of 45 programming ideas by late August. Thirty-one of the programming plans involved local community groups; 14 involved regional, national, or other groups. The programming ideas reflected considerable community work and local interest in the Project.

Summary & Conclusions

Inukshuk designated 39 categories of local, regional, national, and other groups as potential users of the ANIK-B system, established principles of access which clearly stated the priority of Inuit usage of the network, and developed 45 programming ideas by August, 1980.

Inukshuk Community and Programming Co-ordinators were successful in explaining the Project to community, regional, and national groups and in initiating and arranging programming for the ANIK-B network. The importance placed on meetings in the communities and the use of several approaches to extend information contributed to the success of the Project. This was reflected in high-level community support and participation, and little demonstrated confusion or misunderstanding about the Project. Working with groups assured the participation of the people served and programming that reflected their desires and/or requirements. This effort was the priority of programme planning and, as reflected in the programming data, less work was done

with private enterprise and non-Inuit users.

Recommendations

That future northern projects consider the importance of community and organizational work in providing concrete information about project purpose and operation, the support and participation of the people served, and outcomes which reflect the desires and/or requirements of the people served.

6.1.7 Principles and Guidelines of Satellite Use

At the Baker Lake workshop in May 1980, Inikshuk staff simulated a satellite link-up experience. Discussion and evaluation of this session led to the development of a series of guidelines and principles governing satellite programming. These were particularly appropriate because the concept and experience of the ANIK-B system was new to the North, and throughout the Project, Inuit were directly involved at all levels of planning and equipment operation for programme production. The principles and guidelines were reviewed at evaluation sessions during the Project and staff agreed that they were useful and comprehensive.

In addition to general principles, Inukshuk Staff developed specific guidelines to assist participants in planning and producing satellite programmes. Guidelines for Community Co-ordinators, community groups and users, meeting chairman, and the Frobisher Bay Studio emerged through planning sessions and satellite experience during the testing period. These are included here because they reflect the depth of "hands-on" experience provided through the experiment. In retrospect, community staff and residents quickly mastered broadcasting

equipment and techniques. Most groups selected a local chairman in preparation for the broadcast, and the system worked best with both a local and a network chairman. People tended to speak too loudly into the Darome microphones, had some difficulty focussing on one topic, and sometimes spoke at length, requiring a second meeting. People also tended to perceive the person on video as chairman of the meeting, which placed emphasis on Frobisher Bay, and, on two occasions, remarks bordering on gossip were made over the network. However, Inuit adapted almost immediately to a system which was new and appeared complex. This attests to the appropriateness of the ANIK-B system for interactive broadcasting among dispersed communities. It further attests to the thorough approach of Inukshuk staff in programme planning and production.

a. Principles for Satellite Use

1) Get all communities involved in the discussion. This will be one of the Chairman's responsibilities.

2) Research and prepare meeting topic well in advance.

3) Focus the meeting on one specific topic.

4) Have the agenda well organized to aid discussion.

5) Get programming information out to the public well in advance.

6) Organize video well in advance (this means preparing slides or film ahead of time and sending to Frobisher).

7) Maintain a resource library (of slides and graphics) in the Frobisher Studio so last-minute video can be arranged.

8) Always have a back-up plan (in case a resource person doesn't show up, or a meeting is cancelled).

9) Emphasize - and stick to - time limitations.

10) Introduce everyone who is involved in meetings (in all communities).

11) Have a good chairman at the local and network level.

12) Decide on language of the meeting in advance, and arrange translation if necessary.

13) Studio cameramen should be considerate (e.g. no close-ups on someone chewing gum).

14) Try to have variety on the video - for example, during a meeting or discussion, intersperse shots of the participants with slides or pictures.

15) People in the studio should look at the camera, or at each other (but they should look interested).

16) Don't yell at the microphones while talking.

17) Don't chew gum on camera.

b. Guidelines for Community Co-ordinators

1) Publicize program schedules at least one week ahead of time, by any means possible - community radio, posting in public places, printing in local newsletters.

2) Emphasize satellite time limitations to community groups - make sure they understand the importance of starting and finishing on time.

3) Have a good chairman at the network level, and also at the local meeting level.

4) Decide on the language of the meeting in advance, and arrange interpretation - either through the network or in your community - ahead of time.

5) Try to have a variety on the video part of the programme - for example, during a meeting or discussion, intersperse shots of the participants with slides or pictures. This means community co-ordinators will have to provide pictures to the Frobisher Studio.

6) Don't yell at the microphones while talking.

7) Prepare program script (run-down) for every program that originates from your community.

8) Supervise filming and editing of locally-produced videotapes, and check them before sending to Frobisher for broadcasting.

9) ALWAYS BE ON TIME FOR SET-UP TIME.

10) ALWAYS ARRANGE FOR SOMEBODY TO REPLACE YOU IF YOU ARE NOT GOING TO BE AVAILABLE DURING SATELLITE TIME - OR IF YOU GO OUT ON THE LAND AND THERE IS ANY POSSIBILITY THAT YOU WILL NOT RETURN.

11) ALWAYS TURN YOUR TRANSMITTER BACK TO "RECEIVE ONLY" POSITION AT THE END OF SATELLITE TIME.

c. Guidelines for Community Groups and Users

1) Focus the meeting on one specific topic - decide in advance what it will be.

2) Research and prepare the meeting topic well in advance.

3) Have the agenda well organized ahead of time to aid discussion.

4) Organize your video well ahead of time if you are going to send materials to the Frobisher Studio.

5) Stick to time limitations - start your meetingg on time, and be ready to finish when the meeting is scheduled to end.

6) Don't yell at the microphones while talking.

7) Don't waste other people's time by gossiping during the meeting.

8) Be careful what you say about other people or about organizations - your words are public and it is against the law to say something insulting or untrue about somebody else over the television. Remember that you don't know for sure how many people are listening in the other meeting rooms or in their homes.

d. Guidelines for Meeting Chairman

1) Get all communities involved in the discussion.

2) Make sure all the participants in all the communities have been introduced.

3) Make sure you give everyone a chance to speak.

4) Always remind the participants about 15 minutes before the meeting is scheduled to end, so they can make closing remarks.

5) If anyone is drunk or impolite during the meeting, be prepared to firmly but politely ask them to keep quiet or leave.

e. Guidelines for the Frobisher Bay Studio

1) Maintain a resource library (of slides and graphics) in the studio so last-minute video can be arranged.

2) Always have a back-up plan, in case a program or meeting has to be cancelled at the last minute.

3) Studio cameramen should be considerate - no close-ups on someone chewing gum, picking their nose, etc.

4) People in the studio should look at the camera, or at each other - but they should look interested. Don't yawn or fidget - it makes people in the other communities think you're

not interested in what they're saying.

5) Preview all tapes and videotapes before you put them on the air, to make sure you have the right one, that it is in working order, etc.

6) Try to arrange a variety on the video - for example, intersperse shots of the participants with slides or pictures.

Summary & Conclusions

The Inukshuk Project developed a series of principles and guidelines for satellite access and use which reflected the depth of "hands-on" experience provided through the experiment. Inuit adapted immediately and fully to a system which was new and appeared complex. This attests to the appropriateness of the ANIK-B system for interactive broadcasting, and to the thorough approach of Inukshuk staff in planning and producing programmes.

6.1.8 Translation/Interpretation

Inukshuk programme planning involved issues of translation and interpretation at two levels: dialect differences among the regions, and English-Inuktitut translation. At the outset, programme policy required that all Inukshuk-sponsored live programming be in Inuktitut. Any English-language programming would be translated into Inuktitut at the time of broadcast. In fact, very few programmes included non-Inuktitut speakers, and all statements in English were translated as planned. Dialect differences concerned programme planners because people in Cambridge Bay could not easily understand Inuit from Keewatin and Baffin. Plans were made to deal with the problem as it arose by either translating one dialect into another at Cambridge Bay or

Frobisher Bay, or translating statements into English and re-translating them into respective dialects. Both these methods were cumbersome and difficult to sustain. Inukshuk staff knew of only two Inuit who could do simultaneous translation between dialects and both were extremely busy. Translating into English and back into Inuktitut was time-consuming and frustrating within a broadcast context. As a result, little translation occurred during the satellite experiment. This influenced Cambridge Bay's participation in meetings, but had less impact than expected. Older Inuit had less trouble understanding other dialects and, as a spin-off of the Project, words in different dialects began to diffuse throughout the Project regions, and the use of Inuktitut was re-enforced in the Central Arctic. The Regional Co-ordinator in the Central Arctic noted that his Inuktitut improved tremendously during the 3 years he worked with Inukshuk.

At the final Wrap-up session, staff felt that the problem of dialect differences will be overcome with more communication between regions in the North. They recognized the need to assure translation-interpretation as required by specific programmes and suggested that programmes in each dialect be broadcast at least once a week through the Inuit Broadcasting Corporation.

On another level, programme planning involved uni-lingual English and uni-lingual Inuktitut staff. To accomodate this factor as well as dialect differences, staff workshops and satellite meetings were most often held in English, with translation provided. The Programming Co-ordinator felt that this put some community staff members at a disadvantage and

Inukshuk made every effort to hire an Inuit Programming Co-ordinator. A bilingual person in this position would prove helpful, but it is important to note that uni-lingual Inuit were active in Project implementation and highly effective in community production. The high-level participation of older and uni-lingual Inuit in programme production was an important aspect of Inukshuk's approach, community accountability, and profile.

Programme planning also involved versioning relevant English-language programmes in Inuktitut for broadcast and translation. Northern Co-ordination and Social Development, of DINA, agreed to translate two programmes, but did not finish them during the Project time period. Inuktitut versioning is a complex and time-consuming process. Within the experimental time frame no method was found to provide such translation on a regular basis.

Summary & Conclusions

Inukshuk programme planning involved translation for dialect and language differences. All Inukshuk-sponsored live satellite programmes were in Inuktitut, but it proved difficult to provide interpretation between dialects. This influenced Cambridge Bay's participation in meetings, but had less impact than expected and the important spin-off of re-enforcing the use of Inuktitut in the Central Arctic. Programme planning required translation-interpretation, but uni-lingual Inuit were active in planning and highly effective in community work. This was an important aspect of Inukshuk's approach, community accountability, and profile. During the Project time frame, no

method was found to provide Inuktitut versioning for English and French programmes on a regular basis.

Recommendations

That future Inuit broadcasting provide for dialect differences by including programming in various dialects or assuring translation-interpretation as required by specific programmes.

That future projects recognize the effectiveness of uni-lingual Inuit in all areas of implementation, particularly in relation to community participation.

That northern broadcasting agencies such as IBC and CBC work toward developing Inuit expertise in versioning films and establishing an on-going method to provide Inuktitut versions of relevant English and French programmes.

6.1.9 Inukshuk-TNI Interactive Programme

On February 19, 1981, Inukshuk and TNI produced a unique interactive programme on the current Constitutional Debate and what it means to Inuit in the North. Sponsored by the Inuit Committee on National Issues, the programme involved 10 communities in the Northwest Territories and Northern Quebec. The 6 Inukshuk communities received audio and video transmission and asked questions from their meeting rooms or by telephoning their Community Co-ordinators. Northern Quebec communities received audio only, supplemented by TNI graphics and telephoned questions to their local satellite terminal, from which they were hooked directly into the satellite telephony.

The 3-hour programme included Frobisher Bay Studio

representation by Charlie Watt and Mark Gordon of Makkivik, Peter Itinuar, M.P., and Eric Tagoona, ICNI, moderated by William Tagoona of Makivik. These presentations left two hours and 10 minutes for questions from the communities, enough time for each community to respond only once. Pond Inlet, Igloolik, Frobisher Bay, Sugluk, and Inukjuak each asked one question; Baker Lake and Eskimo Point asked two and participated in discussion, and staff in Fort Chimo responded to the statements. Among the Inukshuk communities, only Cambridge Bay had no local participants or telephone calls.

This programme was viewed as highly successful by both networks and local viewers, all of whom regretted that there was not more time for additional questions and discussion. In Baker Lake, one participant noted that the programme was very informative "making the whole picture look brighter and our goals a little clearer".

Along with other interactive programmes and live studio broadcasts such as the "Grand Opening Special", the Inukshuk-TNI programme demonstrated the important role the northern up-link played in the success of the Project. The unique opportunity to produce live television broadcasting in the North was central to programme planning and broadcasting. The variety and immediacy of programming it made possible were critical to the objectives of the Project.

Summary & Conclusions

On February 19, 1981, Inukshuk and TNI produced a unique and highly successful interactive programme among 10 communities in

the Northwest Territories and Northern Quebec. This experiment demonstrated the appropriateness of ANIK-B technology for linked interactive programming and the benefits of this approach. Along with other programming, it further demonstrated the important role the northern up-link played in the success of the Project.

Recommendations

That future project involving interactive satellites stress its potential for linked programming.

That future plans for television broadcasting in the North consider the critical importance of a northern up-link.

6.1.10 Users' Responses to Interactive Meetings

During April and May 1981, Community Co-ordinators did a survey of local groups which had used the interactive system to assess whether the ANIK-B network met their needs. Thirty-five local groups in Cambridge Bay, Eskimo Point, Baker Lake, Pond Inlet, and Igloolik, completed questionnaires about their current and potential future use of the system. The groups had used the system between one and 5 times during the Project. Thirty-two of the groups felt that they had fully accomplished what they had wanted to in their ANIK-B meetings; 3 felt the meeting was not fully effective because of technical problems. Seven of the organizations surveyed stated that they had qualified funds to travel to meetings if necessary; 28 noted that they had no travel money and would not have met without the Inukshuk system. All 35 groups said that they would definitely use the system in the future were it available; 3 noted the importance of expanding the system to include other northern communities. Almost half of the

organizations were unsure how often they might use the system in the future, but 19 estimated holding meetings between once-a-week and every 6 months. Two groups suggested weekly meetings; 3, every two weeks; 2, monthly; 5, every 2 months; 5, every 3 months; and 2, every 6 months.

In addition, two users who paid for network broadcasting and 3 regional users responded to the survey. These included Bell Canada (Frobisher Bay), 1, 6-hour meeting; GNWT Territorial Council, 2 programmes; Gordon Robertson Educational Centre (Frobisher Bay), 4 programmes; Baffin Regional Council, 2 programmes; and Baffin Regional Inuit Association, 1 programme. All the organizations noted that their use of the system was successful, although one mentioned technical problems. Four of the 5 have travel funds; All 5 stated they would definitely continue to use the system, particularly if the network were enlarged to include other communities. One felt they would use the system monthly, two estimated every 3 months or more, one stated every 6 months, and the fifth was unable to specify.

This data indicates that community users found the ANIK-B system highly effective in meeting their needs and that they would definitely use the system in the future if it were available, especially were the network expanded to include additional communities. The survey further indicates that the system was particularly useful to local community groups, such as older Inuit, Women's groups, fire brigades, and Hunters' and Trappers' Associations, as well as students and others without funding to allow travel for meetings. A Grade Ten student in

Pond Inlet who participated with students from other communities in compiling community profiles using Inukshuk, commented;

> The Inukshuk Broadcasting Station provided without any doubt a chance which was better than mail (faster), cheaper than travelling (there would've been no way we could have travelled to these other communities) and good opportunity for the students to exchange information on our survey, orally.

A small sample of regional users and users who paid for network broadcasting suggests that the ANIK-B system was equally effective for their purposes, and would be more so were it expanded.

Summary & Conclusions

A survey of ANIK-B users indicates that 91.4% of 35 community groups and 100% of 5 regional organizations and users who paid for network time found the experimental system highly effective in meeting their needs. The survey further indicates that the system was particularly useful to 80% of the local groups because they had no travel funds to hold meetings. All 40 survey respondents indicated that they would definitely use the interactive network were it available in the future, including those groups with travel budgets. Several organizations noted the importance of expanding the system to include additional communities.

Recommendations

That, to continue and expand the effective community networking demonstrated through Inukshuk, northern organizations consider tele-conferencing costs in projected budgets.

6.2 Pre-taped Programming

Programme planning included estimating the amount of

pre-taped programming which could be produced in the 6 ground station communities. Inukshuk staff had no precedent from which to draw an estimate and recognized a great variation among communities in number of Inukshuk staff and availability of production equipment. Baker Lake and Frobisher Bay worked with full production facilities and two-to-three production staff; Cambridge Bay had some equipment and two production staff, but no editing equipment; Igloolik and Pond Inlet were without production equipment or production staff until the Project Extension Phase, but Pond Inlet worked through PIC-TV.

At the May, 1980 workshop in Baker Lake, the Project Director expected a total of 36 hours of pre-taped programming by the Fall for use on the satellite, over and above live productions which were pre-taped and aired. As the programming analysis clarifies, the communities produced a total of 34 hours and 15 minutes of completed pre-taped productions between May 1980, and the end of the Project. The total number of hours per community were: Baker Lake--12.5; Cambridge Bay--2.75; Eskimo Point--4.5; Frobisher Bay--11.75; Igloolik--.75; and Pond Inlet--3.3 (with PIC-TV).

The number of hours per community clearly demonstrates the importance of production facilities and staff in relation to completing productions within a specific time frame. Upon completion of the Project, Eskimo Point had 12 hours of programming waiting to be edited in Frobisher Bay and Baker Lake, and several hours of additional raw footage. Cambridge Bay had 30 hours of raw footage, about 14 hours of potential programming.

Baker Lake had 6.5 hours of unedited programming and did approximately 14 hours of local programming; Frobisher Bay did about 6 hours a week of live and interactive programming and completed the Project with raw footage and 12 programmes in various stages of production.

Discussing programming estimates and accomplishments at the final Wrap-up session, staff noted a number of points:

a. Production time increases relative to location and staff control over the subject matter. One indoor location limited by an event or few speakers requires the least production time; Many locations or speakers require considerably more production time; Locations on the land where filming follows the pace of the people and events, requires lengthy production time, as do dramas. Travel time is also a factor.

b. Programming based on long meetings requires extreme amounts of production and editing time. Inukshku's 45 minutes of programming on the ICNI Constitutional Rights issue required 200 hours of work, more production and editing time than any other programme.

c. Entertainment events are also time-consuming programming. In the case of Inukshuk, 320 hours were spent producing 1.5 hours of programming. This was twice the ratio of producing Baker Lake's Adult Education series on cooking.

d. Indoor and studio productions tend to require much less production and editing time than outdoor productions.

e. Planning and preparation are critical factors in reducing production time. In the Baker Lake cooking series,

Adult Education was responsible for pre-production and scripting. The programmes could be shot in one day, edited in another day.

f. Production time is increased in Cambridge Bay because all programmes are done in English and Inuktitut.

Given the fact that Inukshuk initiated production facilities and staff, the Project produced considerable completed and potential programming during the time period. Based on experience gained through the experiment, current production facilities and staff, and unedited footage, Inukshuk was able to plan accurately how much programming within specific categories each community can produce for the Inuit Broadcasting Corporation.

Summary & Conclusions

The six ground station communities produced slightly less pre-taped programming than the Project Director expected. Given initiation of facilities and staff and their variation among communities, Inukshuk produced considerable completed and potential programming. The experience gained through the experiment has allowed Inukshuk to plan accurately how much programming in specific categories each community can produce for the Inuit Broadcasting Corporation.

6.2.1 Programme Repeats

No firm policy on repeating programmes was set for the Inukshuk Project. Considerable taped and live material was planned for the network and staff determeined not to repeat Nunatsiakmiut programmes which were highly familiar to CBC audiences, but this may have been unnecessary. On several

occasions Nunatsiakmiut received comments on programmes which viewers thought were new bacause they hadn't seen them on CBC.

During the extension period, Inukshuk depended quite heavily on programme repeats. Working on their own productions and those with community groups, training community film makers and with a backlog of unedited material, production slowed at a time when there were fewer requests for meetings. This experience led staff at the final Wrap-up session to set a general policy against repeats during the 8.5 month season of the Inuit Broadcasting Corporation (IBC). Programmes will only be repeated when they relate to an important issue or upon definite request. The new network will also establish programming consistency, with no breaks in the schedule for meetings and holidays as required during the experiment.

Summary & Conclusions

The Project extension stressed Inukshuk programming resources and, because it was not planned from the outset, fewer interactive meetings were requested early in the extension phase. During Phase II, Inukshuk depended quite heavily on programme repeats.

Programming experience during the satellite experiment led Inukshuk staff to set a general policy against programme repeats during the season of the Inuit Broadcasting Corporation.

6.2.2 Payment of Actors

The success of the Inukshuk Project depended importantly on the widespread participation of Inuit community residents, resource people, and professionals. Budget did not allow for the

payment of participants, neither did Inukshuk consider this for a project which emerged through the long-standing concern of Inuit in the North. Because professional media agencies have paid actors and resource people in the past, this issus arose on occasion throughout the Project. However, when the Project was explained, almost no one insisted on payment.

This meant that the number of people who volunteered time and expertise to thw Project was remarkable. During the entire Project, only 5 people were paid a token honourarium ($30) because of professional or resource status. Performers were paid for contracted programmes made by the Keewatin Regional Production Centre and through agencies such as Adult Education.

The issue of paying performers will arise when Inuit broadcasting operates in a non-experimental context. Inukshuk is aware of this and a policy will be set by the Board of Directors of the IBC.

Summary & Conclusions

A remarkable number of people volunteered time and expertise to the Inukshuk Project. This reflected Inukshuk's approach, high-level profile, and its importance to the Inuit people.

Recommendations

That future Inuit broadcasting make every effort to maintain the wide-spread participation of all Inuit.

That the Inuit Broadcasting Corporation establish a policy in regard of the payment of performers.

6.2.3 Use of the Studio

The Frobisher Bay Studio was used for all interactive and

live programming, such as the Grand Opening Special. Its use for pre-taped productions was limited throughout the Project, but increased with the hiring of a Production Trainer in March, 1981. As noted, the Studio was not an isolated unit and its facilities could not be used when Inukshuk was broadcasting or editing. All production staff agreed that the Studio should be used more in future production and suggested that this be promoted by isolating the Studio, re-enforcing closer working relationships with Nunatsiakmiut and providing production training as required.

Summary & Conclusions

The use of the Frobisher Bay Studio for pre-taped production was limited during the experimental period.

Recommendations

That future use of the Frobisher Bay Studio be encouraged by isolating it for independent production, re-enforcing working relationships with Nunatsiakmiut and providing production training as required.

6.3 Other Programming Sources

Programmes made by other Inuit production centres were broadcast and distributed during the Project. All TNI videotapes included in the Inukshuk videotape catalogue were broadcast over the network, as were a variety of tapes from Nunatsiakmiut and PIC-TV. In addition to contributing to Nunatsiakmiut and PIC-TV, Inukshuk contracted with two independent film makers, one through Nunatsiakmiut. Two of 3 films were almost completed, the third has not gone into production.

Inukshuk arranged with CBC radio in Frobisher Bay to

videotape the daily afternoon Inuktitut news for broadcast over the system on Mondays and Thursdays, and intended to broadcast it daily in Frobisher Bay. This plan was abandoned during the experiment. The Project found that radio served Inuit well in providing news and duplication of this programming did not make the best use of production time.

Additional sources of programming emerged through planning sessions during the Project. In November, 1980 staff assessed Inukshuk programming and concluded that Inukshuk was meeting Project objectives in testing out meetings and Inuit broadcasting, but further work was required in adult education and children's programming. This emphasis and the commitment of Adult Educators in Baker Lake and Frobisher Bay meant considerable programming was planned by Adult Education and produced by Inukshuk. Baker Lake Adult Education and the Keewatin Regional Production Centre completed a 10-part series entitled "Cooking with Janet" on cooking country food, and nutrition. Adult Education produced a booklet of support material for the series and has used the tapes for discussion groups in other communities such as Grise Fiord. The Baker Lake group has begun a 5-part Science Series of which the first one is about the sun and solar energy. Frobisher Bay Adult Education hired several people to work with Inukshuk on 20 specific programme topics. The programmes currently under production are on the Jewelry Shop, Northern Sewing, and a programme about Inuktitut, the language. As a result of work begun during the experiment, Inukshuk has developed a strong source of valuable

programming for the future. The Adult Education programming demonstrates the relationship Inukshuk planned to foster with community groups and illustrates the potential of producing programmes with organizations.

Summary & Conclusions

Programme planning used the resources of other Inuit Production Centres and developed a strong source of valuable programming through two Adult Education groups. This programming demonstrates the relationship Inukshuk planned to foster with community groups and illustrates the potential of producing programmes with organizations.

Recommendations

That future Inuit production continue to work with organizations through the approach demonstrated by Adult Education programming.

6.6 Programming Schedule

The Inukshuk broadcasting schedule was selected to accomodate 3 time zones. As expected, broadcasting times were less convenient for participants in the West. On Mondays and Thursdays, 5:00 PM was a poor time to hold meetings in Cambridge Bay; 6:00 PM was little better in Baker Lake. Some meetings were arranged for the middle of the programme period, but people adjusted quickly to the satellite schedule. Broadcasting also overlapped with movie nights in Igloolik and other communities. These factors may have affected the size of audiences, but had little or no impact on Inuit participation in programming. This further indicates high-level Inuit involvement in the Project and

its perceived importance.

In late January, Inukshuk proposed arranging programmes in the format attached. This wss not fully implemented given the experimental context of the Project.

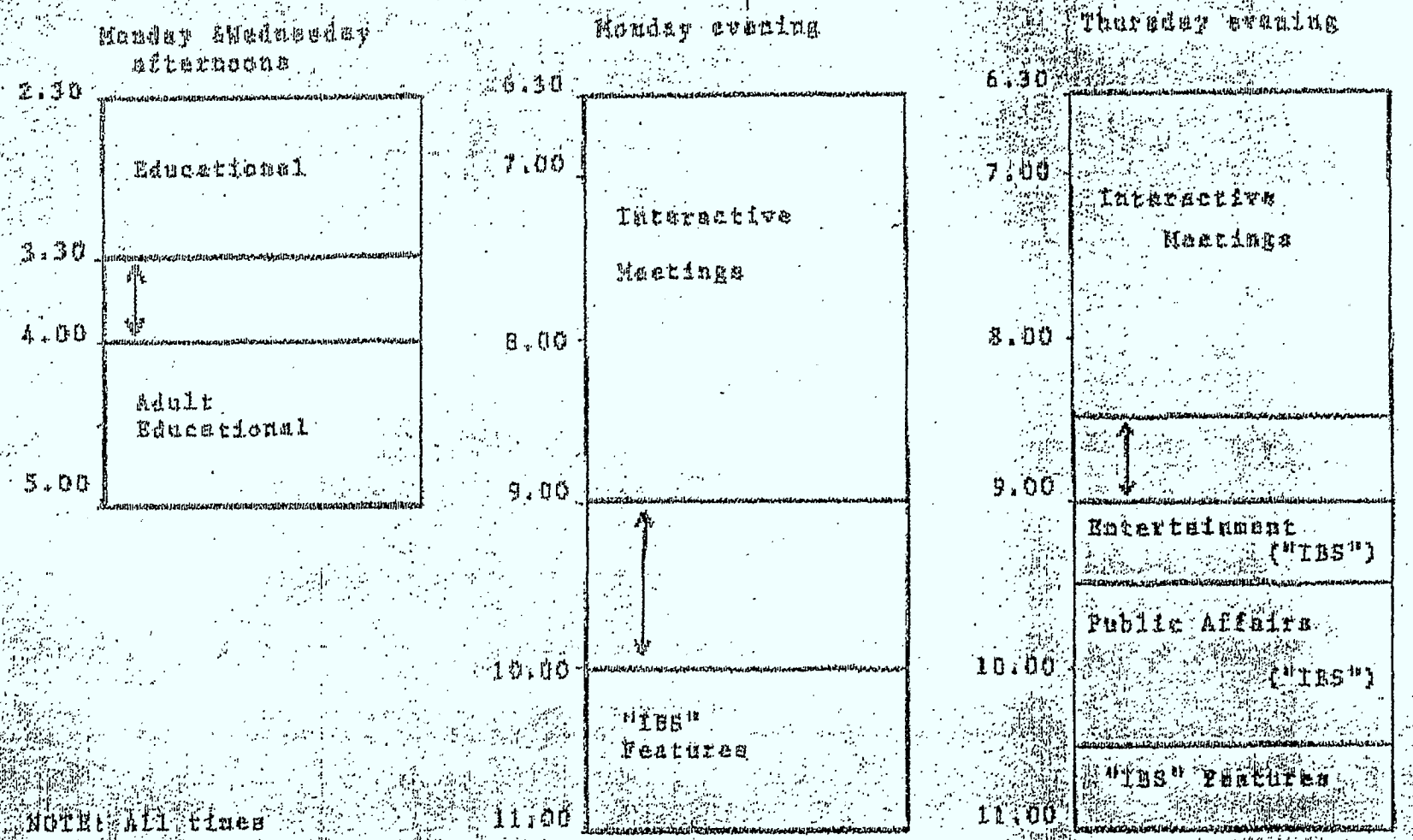
Advance scheduling of interactive meetings varied during the Project. Meetings were planned 10 days in advance and confirmed 3 days before each broadcast week. The majority of Community Co-ordinators felt this was generally adequate lead time to inform the communities through community radio and posters. They noted that 12 days advance notice is needed to print the schedule in the Frobisher Bay newspaper and that greater lead time was useful in the preparation of meeting agendas. The scheduled time alotted to interactive meetings was fully adequate for the experiment. No group that requested a meeting was refused and some held "runover" meetings.

To accomodate people in the communities, Inukshuk set up a procedure to follow in case of system breakdown. People were asked to stand by for a half an hour when problems began, during which time a videotape was played, if possible. When the problem was re-assessed, people were asked to remain for a maximum of another half an hour if it appeared that the system would be operating. This policy helped regulate the uncertainty of system breakdown, and adjust broadcasting schedules.

Summary & Conclusions

Inuit in the western regions adjusted quickly to a programming schedule which was sometimes inconvenient. This further indicates high-level Inuit involvement in the Project and

Tentative Programming Schedule - Inuksuk Broadcasting System



NOTE: All times Baffin time.

its perceived importance. Programming lead-time varied for interactive broadcasts, but was generally adequate, as was the amount of programming scheduled for interactive meetings. Inukshuk set a procedure for system breakdown which asked people to wait no longer than one hour for system repair.

6.5 Back-up Materials

Programme planners established a file of back-up materials which were used as visuals for interactive meetings and materials for public service announcements. Collections of photographs were received from Pond Inlet and Eskimo Point, along with photographs from the other communities. Studio staff did not have time to put all the material on slides and catalogue it during the experimental period, but this process has begun and is an important resource for future Inuit broadcasting. Community staff agreed on the importance of broadcasting public service announcements. They noted that during interactive meetings, broadcasting people or locations when someone was speaking sometimes confused the listeners, and that viewers preferred images of people talking to reaction shots or still photographs.

Summary & Conclusions

A file of back-up material begun in Frobisher Bay is an important resource for future Inuit broadcasting.

Recommendations

That back-up material continue to be collected and catalogued at Inuit production centres.

6.6 Local Programming

Five of the ground station communities had local

broadcasting capability during the Project. Given the network commitment, local programming was not a priority during the experimental period. Inukshuk programming staff did not plan local broadcasts. They developed totally through the volunteer efforts of community staff and residents. All the communities used the transmitters for local broadcasts at times other than network schedules. Baker Lake and Frobisher Bay covered the municipal elections on December 9, 1980. Baker Lake held a phone-in show about Bell telephone service prior to the Bell consultation meeting. local broadcasts in Eskimo Point and Baker Lake included land claims reports, discussions about the proposed location of the Keewatin high school, and reports on Hamlet activities. Frobisher Bay broadcast an information show on the Territorial Council sessions. Cambridge Bay did a local show on the question of alcohol sales. These efforts demonstrated the effectiveness of the local transmitters and their potential for encouraging information flow and discussion in the communities.

On another level, local radio broadcasting was re-enforced as a spin-off of the Project. The Keewatin Regional Director became President of the Radio Society in Eskimo Point, and the Central Arctic Co-ordinator headed a new Radio Society which has since incorporated and ordered equipment.

Summary & Conclusions

All 5 of the communities with local transmitters had local programming at times other than network schedules. These totally volunteer efforts demonstrated the effectiveness of the local broadcasting facilities and their potential for encouraging

information flow and discussion. On another level, local radio broadcasting was re-enforced as a spin-off of the Project.

Recommendations

That future communications developments in the North consider the importance of local broadcasting facilities.

6.7 Broadcasting Spin-offs

The Inukshuk experiment produced a number of spin-offs which have been noted. Other developments were related to Inukshuk programming, the high profile of the Project and the community-level involvement of Inuit.

6.7.1 Igloolik

Igloolik, which has consistently rejected CBC television and decided against a local transmitter, moved closer to accepting broadcast television. The community held a plebicite on March 2, 1981, with the understanding that a 60% majority was needed to introduce CBC television. The results were 53.8% in favour, 46.2% opposed. On April 12, the Hamlet Council decided that, because the vote was so close, no action would be taken, but the issue would be reconsidered the following Spring. Early in 1981, Inukshuk decided to provide Igloolik with video production capability. A portapack was transferred to Igloolik from Baker Lake. The Community Co-ordinator feels that Igloolik may request a transmitter for local programming in the near future.

6.7.2 Baker Lake Students

In the Spring of 1981, Baker Lake submitted a community proposal to Manpower requesting 15 students to be hired during the summer to work at various agencies in the Hamlet. Inukshuk

requested that 4 be placed at the Keewatin Regional Production Centre. Manpower revised the proposal and granted employment for 6 students, all of whom would work at the Production Centre for a period of 6 to 8 weeks. This develpment was viewed in Baker Lake as a spin-off of Inukshuk's high profile and production capability. The Centre planned to hire two of the Baker Lake students who participated in the GREC training programme in Frobisher Bay.

6.7.3 Northern Community College

An Adult Educator in Igloolik has co-authored a proposal submitted to the NWT Council Education Committee outlining a Northern Community College which would utilize satellite technology in providing courses. Their proposal grew out of the satellite experience furnished by the Inukshuk Project and they feel northerners would respond positively to the concept because the experiment demonstrated the satellite system and capability.

6.7.4 Programme Sales and Contracts

Inukshuk production led to a number of programme sales and contracts, primarily through the Keewatin Regional Production Centre. CBC Northern Service purchased William Scottie's film entitled "Way of Life" for $2,000, and the Sanavik Co-op film , both for northern broadcast. CBC contracted with the production crew for work done on the 1979 Christmas Special and a programme segment of the 1980 Special. The crew also contracted to do a series of short segments for CBC Sesame Street. Four segments were submitted on October 7, 1980, in time for the October 15 deadline. Sesame Street was pleased with the programming and

will be airing it twice this season. CBC paid $2,000 for the 4 segments of about one minute each.

Programme production requests were received from Cominco, Cullation Gold Mine (Churchill, Manitoba), and DINA Public Communications Branch. Commitments during the experiment did not allow Inukshuk staff to accept these contracts, but the Cominco film was arranged for late summer, 1981. These proposals demonstrate the level of outside awareness of and interest in Inukshuk production capability.

A Frobisher Bay educator proposed a 6-part series on Teaching English as a Second Language for distribution to other communities. The programmes are in English and their usefulness is primarily for non-Inuit Government employees. Inukshuk decided not to broadcast them, but to distribute the tapes to local communities. A flat rate of $450 was set for the studio time required to produce the 6 programmes. An additional charge was made for videotapes.

Three outside agencies also paid Inukshuk to use the Studio and community facilities for interactive programming. Aquitaince rented the Studio for $150; The NWT Legislative Assembly paid $451.95 for videotapes and rental of the facilities for two hours; and Bell Canada paid $630 for 7 hours of broadcasting which was cost-shared by ITC. Requests from these agencies for use of the facilities led Inukshuk to establish rental fees for its Frobisher Bay studio and community facilities based on studio rental (including camera, control room, etc.) at $90 per hour plus 5 staff at $10 per hour in Frobisher Bay and one staff per

community. Hourly rates for network broadcasting were: two communities, $150; 3 communities, $160; 4 communities, $170; 5 communities, $180; and 6 communities, $190.

The Superintendent of Vocational Training, Department of Indian and Northern Affairs asked Inukshuk to quote a fee for rental of the Keewatin Regional Production Centre for DINA training courses. The fee is $2,500 per week with DINA supplying film stock, videotapes, and audio tapes.

Summary & Conclusions

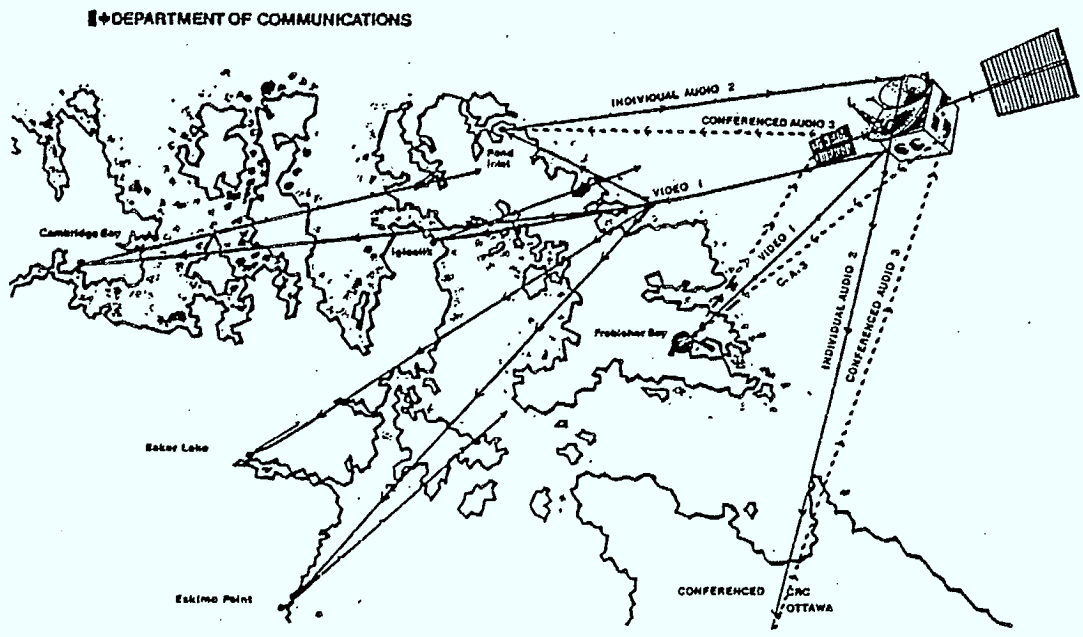
Inukshuk programming and production capability led to spin-offs related to the high profile of the Project in both the North and the South, and to the community-level involvement of Inuit. These include increased interest in television in Igloolik, northern interest in distance education, sales of programmes, and requests for contracted production. Interest in the system led to the setting of rental fees for the Studio, community network, and the Keewatin Regional Production Centre.

PART III.: TECHNICAL ASSESSMENT

General Description

Technically, the Inukshuk project consisted of one way video and two way audio from a control station to five outstations. The control uplink station was located in the East central beam of the Anik B 12/14 GHz pattern or footprint while the five outstations were situated in the west central beam. The outstations operated on a different channel from the control uplink located at Frobisher Bay.

To avoid signal delay and echo all signals were conferenced at the Ottawa 9 metre terminal, sent to Frobisher and retransmitted together on Frobisher's audio channel associated with the video uplink signal. When audio teleconferencing only, all signals, including Frobisher's, were again conferenced at Ottawa's 9 metre uplink, sent to the satellite and then beamed directly down to the the project locations.



Teleconferencing Links

This had the advantage of permitting live audio interaction among all communities concerned, but the disadvantage of shutting down the whole network if the Frobisher uplink failed in the video-teleconferencing mode. Throughout the project there was little doubt that advantages far outweighed the disadvantages.

There is considerable difference in bandwidth between the audio channels (3-4 KHz) and the audio associated with the video (10 KHz).

It was anticipated by the technical consultant that an appreciable difference might be noted because of the bandwidth variation but since only voice (no music) was transmitted during the audio teleconferencing portions, no quality variations were ever expressed by the users.

Program Support

As program support, production studios were established at Baker Lake and Frobisher Bay. Both had edit capability. Film producers, equipped for minimal location shooting were either employed or contracted by Inukshuk at the other locations. The editing of their productions was to be completed at Frobisher Bay or Baker Lake. The exception was Cambridge Bay where arrangements were made to use CBC Yellowknife edit facilities. This placed edit capability in all three regions. Once edited the programs were mailed or expressed to Frobisher Bay to be uplinked into the system program.

Criteria to be Met

To adequately meet ITC's evaluative needs it was decided that the system must be capable of meeting the following basic criteria:

1. One way video - two way audio teleconferencing.
2. Straight two way audio conferencing without video.
3. Teleducational activities permitting real time response to video presentations.
4. Community interaction among all locations involved.
5. Telephone handset signalling and voice service among communities and between Ottawa and communities.
6. Provision for facsimile transmission and reception.
7. Voice input from both open microphones and press-to-talk microphones.

8. Video input at Frobisher from live cameras and from pre-taped programs.
9. Provision for graphics display.
10. Incorporation of a signalling device that would assist the chairperson in controlling and responding during teleconferencing sessions and permit a tele-education instructor to recognize a requirement from a remote location for interruption or repetition.

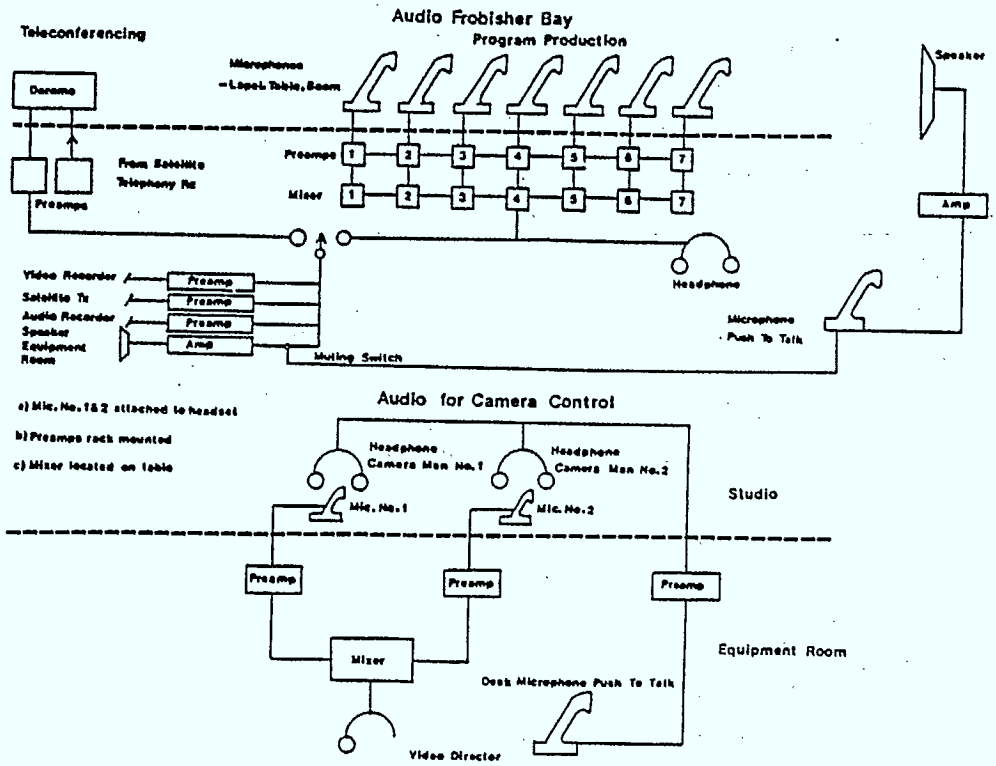
These criteria were met except for Item 10, the signalling device which turned out to be unnecessary. Item 5 was achieved only in part. ITC learned in a meeting with Department of Communications, October 19, 1979, that they were to be provided with only one telephony channel. Up to that point the consultant and management team had assumed there was one channel for active teleconferencing and one for housekeeping during conferencing. As an additional channel for each location would have entailed an additional expense of $3,000.00 per site, it was elected to survive with one channel and to conduct housekeeping operations, facsimile transmissions, etc., before or after teleconferencing began or ended.

In respect to the signalling device, costs were prohibitive and there was no simple technical approach to utilizing tone signalling. Further, it was subsequently found that when utilizing the Darome teleconferencing microphones, that the loudest modulation would capture the channel. This meant, in effect, that an instructor or conference speaker could be interrupted by speaking loudly into one's microphone. In actual practice, the times when such action was required were inconsequential and despite our initial belief that a signalling device was an absolute necessity, it would have seen minimum utilization on the Inukshuk project.

At this same meeting, ITC also learned for the first time that they must leave their ground stations on at all times, otherwise warm up in cold weather would take too long and additionally, equipment left running tends to have a lower probability of failure than equipment switched on and off with corresponding temperature changes to components. This resulted in an estimated additional cost of approximately $900.00 per location for a six month period.

The Department of Communications also had a few surprises; Inukshuk did not have all gravel pads in a year prior to project implementation as DOC expected, and the Inukshuk technical people were not even close to coming up with a realistic signalling device for the money budgeted. Further, it was discovered that ITC had not been sent a copy of the latest CRC Technical Manual and as a result, some of the Inukshuk's proposed system design was based upon information which was no longer accurate.

Common areas of concern also emerged such as power fluctuation in communities, care of earth terminals on site, proper installation platforms, etc. While it was not pleasant to discover these variances, it was immediately recognized by both the Department and Inukshuk staff that the benefits of such meetings were immense, indeed, crucial from a technical, operational and scheduling point of view. Subsequent meetings were scheduled and a close working relationship established between the Inukshuk technical consultant and technical supervisor and the technical people within the Department. This permitted continued exchange and elaboration of ideas that was of enormous benefit from a technical development point of view.



Audio Systems - Frobisher Bay

BCIT Tele-education Project

Another suggestion by DOC to come out of the October 19th, 1979 meeting was that Inukshuk personnel visit the British Columbia Institute of Technology Tele-education project that was just beginning and which Inukshuk was scheduled to follow on the Anik B program. This advice was acted on by Inukshuk and in December 1979 the project manager, technical consulting engineer and technical supervisor travelled to Vancouver to view the BCIT project in action. All BCIT, PEMC and BC Telephones personnel were most helpful in providing first hand user information. The group also met with Department of Communications Pacific Region and contacted several manufacturers of broadcast transmitters. From all this we came away with some reassurances but also some alarming concerns as well:

(1) DOC had supplied a full-time operator for the video uplink terminal with a high technical background and Inukshuk was not to be supplied with one.
(2) BCIT did have numerous technical problems, all five communities had already experienced outages.
(3) Moisture on connectors was a serious problem.
(4) The equipment was in need of overhaul and a shortage of spares existed.
(5) Repair of outages was assigned to Regional DOC personnel who gave it top priority but this still resulted in down time.
(6) Some of the down times were due to inadequate training on the part of both users and installers.

The inescapable conclusion for the team was that we had better be prepared to accept some down time and had best begin working with DOC to provide a complete refurbishment of equipment and spares.

This led to subsequent negotiation by the project manager of Inukshuk with the Anik B Project Manager who alleviated some concerns and pointed out other viewpoints in a letter of February 12, 1980 when he noted:

(1) The Inukshuk uplink terminals would be of a different type, would not require an operator present and that terminals of this type were operating satisfactorily in Ontario.
(2) Equipment failure was a recognized concern and spares were in short supply but CRC would attempt to have a pool of spares available.
(3) Some refit of terminals would be done prior to shipping from Winnipeg.

(4) DOC Ottawa would supply the installers and adequate instruction would be provided by them to the users.
(5) In an experimental project some down time must be expected, in both DOC and the user's equipment.

While this did not put to rest all anxieties from a technical point of view, it was gratifying to know that the Department was aware, concerned, and willing to meet and sort out whatever problems it had any influence or control over.

Much was learned from the BCIT trip as well with respect to studio requirements for Frobisher Bay.

Inukshuk had already received a proposed studio design from a consultant in November and this permitted the study team to assess it against a project in operation.

(1) The decision to use two mobile studio cameras and a graphics camera operated by cameramen and controlled by a switcher was reinforced by the BCIT experience. We felt that fixed cameras might be adequate for teleconferencing but lacked the flexibility required for tele-educational or Inuit productions.

(2) The proposed studio design would be modified as follows:

(a) Go from 9" to 7" monitors which are a more manageable size for viewing by the switcher.
(b) Reduce the number of lights. We had considerable concern for the amount of heat that might be generated in our low ceiling studio.

(3) We placed a hold on the recommended Kelcee titler. PEMC had decided not to use a tittler on the BCIT project because they found the cheaper ones inadequate and those that were adequate were too expensive for the project.

(4) Instead of a titler, BC producers made extensive use of a graphics table next to the teacher's desk with a fixed mount camera. We concluded that Inukshuk should have a graphics table on wheels with a fixed mount camera that could permit "on air" graphics but be moved off air as well.

(5) The decision was made to go with the Sony 1610 camera for the following reasons:

(i) Backups were readily available in-house.
(ii) Early purchase permitted their serving as back-up to the Baker Lake Production Centre and the regional coordinator's equipment.
(iii) To improve beyond the capabilities of the 1610 would mean jumping into the $20,000.00 bracket which was beyond project budget.

(6) At the time of visiting the BCIT experiments, they advised us they did not use facsimilies because they couldn't find a unit that would transmit to all five remote sites at once. Prior to Xerox most units did not have a reliable tone starting device.

(7) The BCIT experiment had a light display showing where the call was coming from. They found it extremely useful and we left BCIT feeling it was an essential item. Subsequently we found our more open, less structured format to be influenced enough by judicious use of the Darome systems capture capability.

(8) The BCIT experiment started out with a closed audio system with the instructor controlling who could talk, and when. This resulted in such frustrations among the students that they had moved to a completely open system. By controlling levels and positioning of microphones and speakers they avoided an audio feedback problem. It was noted that audio levels coming in from remote sites varied considerably and they utilized one person on audio level control almost continuously. Accordingly, we concluded that we would need an audio person as well as a switcher since regardless of whether the level variation was caused by improper technical adjustment or improper operation (speaking too softly or too far from the microphone) our system would likely be subject to the same problems.

Final conclusion was that Inukshuk would require the capability of two separate audio systems. The Darome system, to be used in teleconferencing with press-to-talk capability, and the open microphone system for production and tele-education. Frobisher must have the Darome system in the studio as well to avoid any psychological advantage over other communities.

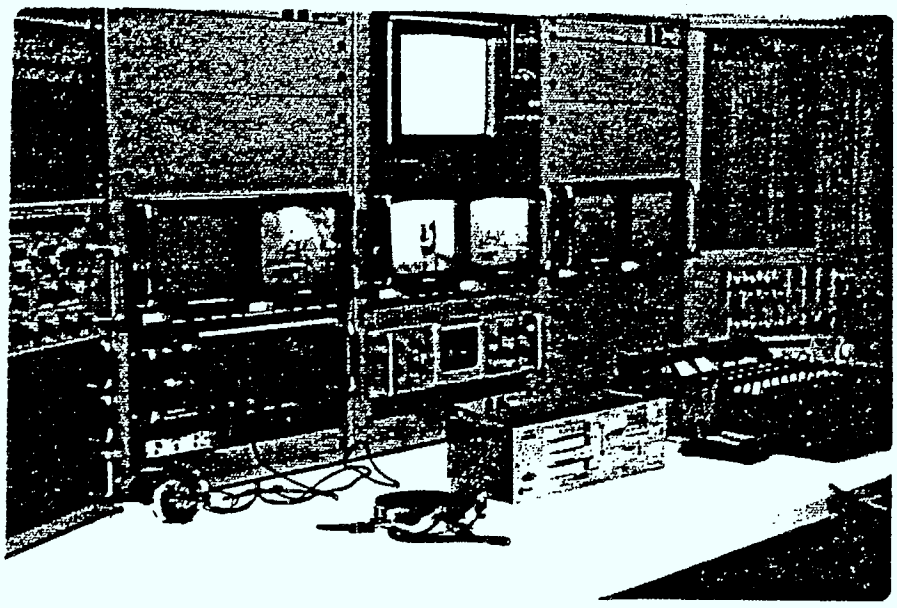
At the time of the BC trip, 3 transmitter manufacturers were contacted and price and availability were considering factors. None of the three transmitters had DOC type approval. However, if they remained within the low power specifications and were accompanied by adequate engineering briefs, it was felt they would receive DOC technical approval. Although the technical consultant favoured a unit by Crowder Communications, Inukshuk ultimately settled on one by Delta Benco Cascade, primarily on the basis of promised availability. Our subsequent experience with Delta Benco, however, was that they did not meet the agreed delivery date anyway and unless some penalty clause was accepted by the supplier, it is questionable if the same decision would be made again. ITC had introduced a penalty clause into their original tender but Delta Benco refused to accept it.

On completion of the BCIT trip, we all had a much better idea of what equipment was going to be needed and also the fact that all this was going to cost additional dollars. At this point it was decided to approach some of the cable operators and broadcasters to determine any who were interested in supporting the project through loans and/or donations of equipment no longer utilized by them but adequate for our requirements. This was done, and we would like to acknowledge here, and publicly thank the following groups for their support: Crowsnest Cable, Pincher Creek, Alberta; Canadian Broadcasting Corporation, Edmonton, Alberta; Southern Alberta Institute of Technology, Calgary, Alberta; Department of Communications, Central Region, Saskatoon D.O., Saskatchewan. The favourable support we received from these groups was a welcome boost at a time when it was needed.

Frobisher Studio Installation

By April 1980, final decisions on studio equipment requirements were made, tenders let and the successful supplier, United Video of Ottawa, had assembled a package based on the calculated requirements.

The technical consultant and technical supervisor travelled to Frobisher Bay and completed installation of the equipment.



Frobisher Bay Studio Control

Both audio capabilities were provided and a video audio drop extended to a meeting room within the building where Frobisher people could participate using a wide screen monitor and the Darome system identical to that provided at the other communities.

Edit capability was set up utilizing two Sony 2860's with provision to use these units as player machines to feed pretaped programming into the active network.

Considerable need for changes resulted in the Frobisher Studio from the original installation. These were to accommodate not only technical requirements but operational ease as well. Most notable were the following points as listed by the studio supervisor in May of 1981:

- A new studio - control room intercom should be provided or the present one upgraded. Problems presently occurring: intermittency of studio headsets, variance of levels between headsets, prevalent buzz on control room headset caused by insufficient shielding. Recommend replacement of studio headsets with better ones, and installation of a microphone speaker set up in the control room.

- The control room should be rewired using cable troughs, to eliminate the tangled mess of cables presently behind the racks. Rearrangement of equipment in racks should take place at this time:

  - CMA 6's should be closer to director's position in order that he/she be able to properly control video levels.
  - audio system should be consolidated in one area; cart machine closer to audio operator, also patch panel should be more accessible.
  - panasonic switcher should be sunk into counter top, to be flush with the table for more efficient use.
  - VTR monitor (P/V) should be located closer to VTR operating area, along with Time - Base Corrector and VTR O/P routing switcher.

- VTR audio output has been consistently mediocre and should be improved, either through rewiring or installation of an amplifier.

- A set of headphones should be provided for audio operator's use.

- A portable, battery run, reel-to-reel audio tape recorder should be purchased for use both in remote productions and in-studio sound mix. Presently our only sound capabilities come from an audio cart; the increased flexibility provided by a reel-to-reel machine is the minimum required. If possible, a turntable should be provided as well.

- An improved Inuktitut Titling system is needed. Title graphics will suffice but are extremely time consuming. Optimum would be an Inuktitut character generator but in 1980 this was not possible for less than fifty thousand dollars. Otherwise, a spaghetti board system should be found with syllabic letters.

- An editing system separate from the on air playback was expressed as a need, however, dependents such as time used, have not yet been ascertained nor cost vs benefit substantiated.

- A Kart machine for station identification, themes, etc. was obtained on a loan basis from CBC Frobisher. This was an item totally missed in the original plans primarily because of the limited studio experience of the technical supervisor and consulting engineer but was immediately apparent to the studio supervisor as soon as he joined the project.

I might stress at this point that a supervisor responsible for uplinking, closing down, meeting technical schedules, etc. is an absolute necessity from a technical point of view. It was felt strongly by the technical supervisor that without the services of the studio supervisor and his assistant, the project would certainly have been less than the success it was. This position need not be filled by a highly trained technical person as long as it is filled by a person dedicated to the project and ready to try innovation.

None of the Inukshuk community coordinators nor the programming coordinator were of a technical background yet every one of them performed admirably, patching and substituting equipment under phone instruction from Ottawa, Winnipeg or Frobisher Bay, while working in a second language. As in most instances, it was motivation and dedication that carried the day more than any amount of formal training. Most of the training that was given was brief, unrehearsed, and primarily operational. These are factors one would do well to keep in mind when selecting personnel for such a task.

In June the technical consultant and a technical representative from DOC, Ottawa made a tour of the selected communities and conducted site selection. An excellent report was filed, however, the individual who was responsible for the actual installation should also have been present.

The simple fact is that one views any technical task with specific objectives in mind. If you are there to approve elevations, ensure look angles are adequate, assess buildings, etc., those are your objectives and scant attention will be paid to directions and distances of cable runs, or just how will you hold it on the pole, what it will weigh, etc. Further, no two people view any environment quite the same nor would people likely arrive at the solution of a task by the same route, though all might complete the task adequately. In short, from first hand experience, it is most desirable that the individual reponsible for actual on-site construction and/or installation be on hand during site selections.

Power Fluctuations

Primarily, because of an ongoing jitter problem at the Baker Lake production centre, power fluctuations, both voltage and frequency, became a prime concern of the Inukshuk technical staff. It became apparent that at least at the production centers and possibly at all six locations, voltage, and possibly, frequency regulation would be needed. This was an additional unforeseen expense and ITC approached the Department of Communications for additional funds to overcome this technical difficulty, especially at the Baker Lake production centre where productions were beginning to suffer. Unfortunately, the Department of Communications was unable to assist financially. However, ITC did obtain assistance from the Department of Employment and Immigration, N.W.T. Region for training funds for the community coordinators which released sufficient funds to allow frequency and voltage regulation at least at Baker Lake where editing had virtually come to a halt. The technical supervisor made subsequent frequency and voltage checks at all locations but as most productions were location shooting with no editing and since the satellite terminal equipment was not as sensitive to power and frequency fluctuations as the editing equipment it was decided to chance going without the regulating equipment. This turned out to be fairly safe as the only outages due to power during the project resulted from total power failure rather than variations in frequency or voltage.

Another concern initially was that the pads upon which the satellite dishes were located might shift with changes in permafrost or heavy winds. DOC technicians on maintenance trips frequently checked for shifting, tweaked them up, etc., but none of the dishes experienced any major shift or change of look angle sufficient to cause any deterioration of signal. Some very high winds were experienced at Eskimo Point and Baker Lake in November and December without ill effects to the satellite dish installations.

Equipment arrives in Frobisher Bay.

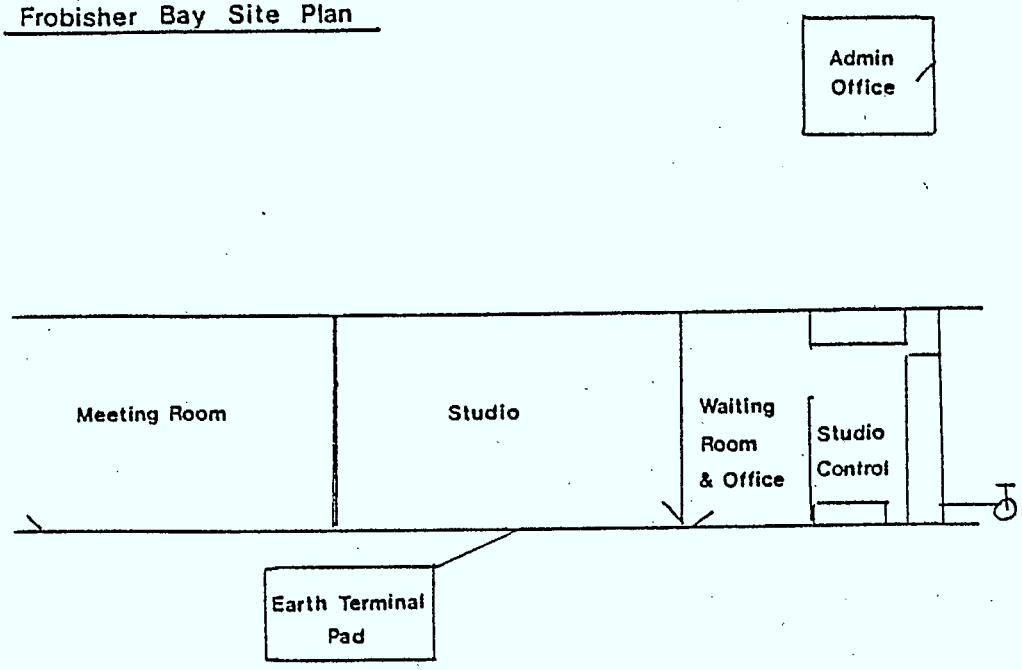
Expediting

By early July the CRC equipment was assembled and placed in shipping crates at Winnipeg. A fairly large clean space is required for storage and crating and must be enclosed to prevent any tampering with the equipment. In this case it was arranged with Dept. of National Defence to utilize part of the Canadian Forces Base compound. DND personnel were very cooperative and offered every assistance which was greatly appreciated. CN express picked up the final load of equipment on July 7, 1981, for rail shipment to Churchill. Expediting out of Churchill by CN Express and Calm Air International was excellent. Expediting and handling by CN in Winnipeg was not.

July 6, 1981, installation personnel left Churchill on a chartered HS748 with the three east side installations. The plane dropped crew and equipment at Frobisher first so it could be assembled and used to check out the other locations. It then went on to deposit equipment at Pond Inlet and Igloolik then returned to pick up another installer and two more terminals for Eskimo Point and Cambridge Bay. Because GNWT had used the Anik B satellite on a short experiment between Baker Lake and Yellowknife just prior to this, the Baker Lake dish was already in the community and only needed to be moved to the Inukshuk location.

INSTALLATION - FROBISHER BAY

Frobisher Bay Site Plan



Frobisher Bay was the first and perhaps the most difficult installation.

Site Problems

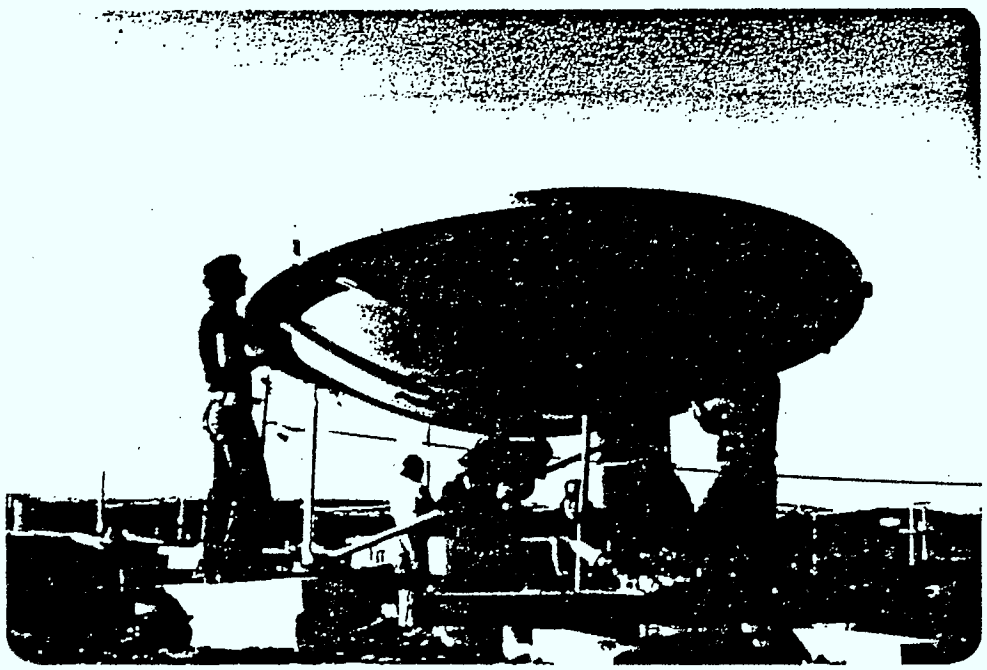
Scheduling was the first problem. The charter arrived 3 hours earlier than expected. This resulted in delays for both the charter and the installation crew.

Recommendation:
Tight scheduling should be arranged between all parties concerned and necessary phone numbers available to advise one another of any changes.

Platforms

A second problem encountered was that of platform assembly. Although blueprints were supplied by CRC, there was an error in design which would leave the platform completely unstable and unusable.

Solution:
The solution done on site was to modify the plans by adding extra bolts and spiking the side plates to make it rigid and acceptable from a stability point of view.



Installation in progress at Frobisher Bay.

Recommendation:
It would be desirable to prefab and pre-assemble platforms in future to ensure no time and cost is incurred in attempting to modify untested platforms. This is particularly important if it is being shipped to an isolated area where additional material to modify inadquate supplies are not readily available.

Pads

Another problem was the gravel pad. Originally council had been asked and had agreed to supply a pad 12' x 12', two feet high. ITC then went back advising them that as this was the uplink station it had to be larger and should be 16' x 16' and 4 feet high. This still didn't allow room for the hut that had to be at the same height as the platform. By the time this was completed we had a 20' x 20' pad some 5 or 6 feet high and council had about reached the end of its rope with Inukshuk. We are grateful for their help and patience in this matter.

Solution:
The last few loads required were purchased to avoid straining relations further.

Recommendation:
The user, when informed of the responsibility of providing platforms and pads, should have determined precisely what size pads were required, and where. The department should take care to point out to users that although the basic pad of 16'x16' is generally sufficient, the uplink, because of its accompanying equipment, needed to be of a larger nature. In short, better liaison would have eliminated this problem and concern.

Teleconferencing

The teleconferencing equipment had been checked out on the Bell Canada, two wire single hop system. Because of delay in supply time due to manufacturer defects in the four wire equipment it was not checked out on the Anik B multi-hop experimental network until approximately three or four days before departure from Ottawa. At this point, it was found that modifications were required to suppress echo resulting from the multi-hop operation.

Solution:
The consulting engineer obtained the materials and information needed, travelled to Frobisher, and made the modifications there under field condition.

Recommendation: That suppliers and users of a system on any experiment establish well in advance the system requirements. Simulated testing must supply identical conditions. Advanced ordering of untested equipment by a user is a must to permit sufficient lead time for testing and modification if necessary.

Power Connections

Another time consuming and expensive problem was power to the Frobisher Bay uplink hut. There was some misunderstanding between supplier and user as to who was responsible for supplying power, and in what ammounts, and to precisely what location. It was necessary for the user to supply 220V right to the hut whereas they had previously been under the impression that as long as 110 V/AC was available within 100 feet, this would meet user requirement.

Solution:
The user had to make an immediate purchase of expensive cable suitable for burying, fly it from Montreal to Frobisher at a high cost, trench, lay, have it inspected, and then bury the cable. While ITC responded quickly this had the potential for considerable delay.

Recommendation: As with the pad, this was a case of one location needing special treatment. While supplying 110 V within 100 feet of the dish was adequate at other locations it was inadequate for the main uplink. This was not understood by the users initially. It resulted in considerable expense and delay. It is recommended that all exceptions be clearly specified at initial meetings.

The foregoing cover most of the major problems encountered in the original installation of the Frobisher site. Originally the satellite equipment was housed in a small closet just off the studio control room. By September, it was apparent that temperatures in this confined area were too high for efficient equipment operation. Because of inadequate space in roof construction, ventilation could not be obtained without using a fan. This was deemed undesirable because of the noise it creates both audibly and electrically. The equipment was, therefore, moved to the studio control room which was less confined and permitted adequate ventilation.

Completed Frobisher Bay installation.

CRC Equipment

The CRC equipment arrived with minimal damage. One connector was broken off inside the back of one of the outdoor units. This must have occurred from having been dropped rather heavily at some point in shipment. The travelling wave tube (TWT) failed after just a few hours of operation. This may have been partly due to partial damage in shipping but more probably was simply an electronic failure through use. When it is considered that the equipment had been transhipped 3 times, handled 6 times and travelled by road, rail and air, it was in surprisingly good condition. A TWT was borrowed from Cambridge Bay so the video uplink station at Frobisher could remain operational.

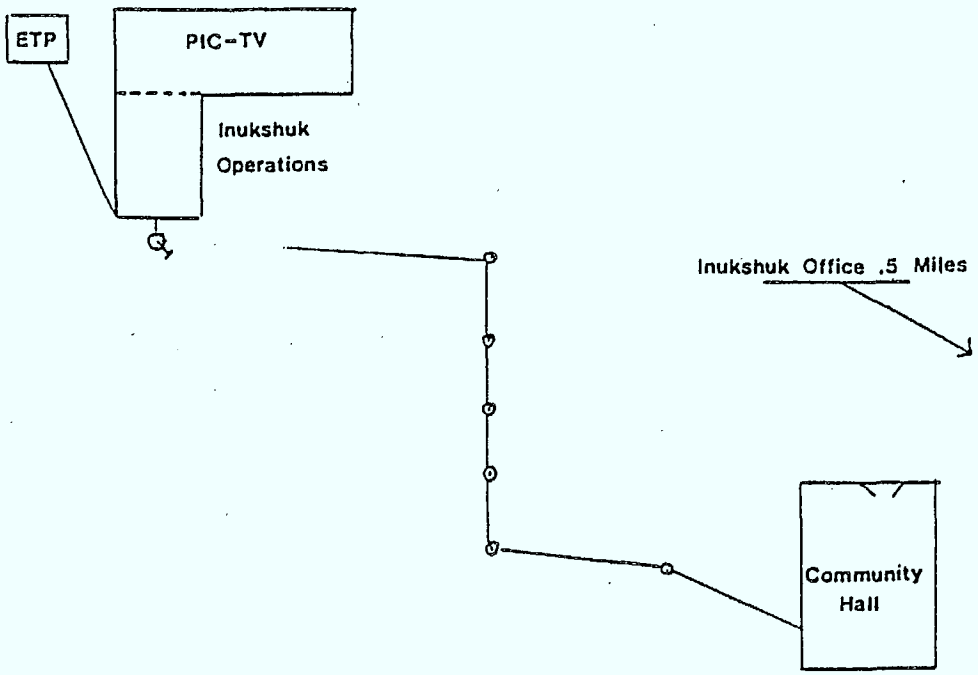
General Problems

A lack of consideration for the need for specific tools became apparent on the initial installation. The technical supervisor did not have all the tools needed to work with the equipment supplied, resulting in a $90.00 purchase at Frobisher Bay's inflated prices. This was due partly to a lack of foresight on his part and partly because purchases of supplies were being made down south by the technical consultant and sizes, etc., were not known until they arrived.

Recommendation: That consideration and planning be given to just what might be required and a check made to see that special tools are available or shipped with the equipment to be installed.

INSTALLATION - POND INLET

Pond Inlet Site Plan



Site Problems

Pads

The first problem at Pond Inlet was the lack of a gravel pad. The site selection team was in Pond Inlet in June when there was still some snow cover and the ground was frozen. To them it appeared that the selected site was on bedrock. Accordingly, ITC instructed Pond to dispense with a pad. By July, when the installation team arrived the site was a soft, spongy dirt/moss area with large rock outcroppings. This resulted in a three day wait for gravel to supply a pad before the earth terminal could be assembled and tested.

In any event, gravel was required for ballast on both platform and in the barrels that acted as fence posts.

Recommendation: A member of the installation crew be in on site selection. More consideration be given to gravel requirements other than just for the pad itself.

Messenger Cable

Another major problem encountered at Pond Inlet was the size of messenger cable selected for the cable run. Initially 1/8" 2500 lb. Test was used to attempt to carry two audio cables (Belden microphone cable and one RG59 co-ax cable). It was inadequate, particularly for spans of up to 100 feet. This ultimately had to be replaced by 3/8" 7500 lb. test at considerable cost.

Rolled up cable weights bear no resemblance to the weight required to lift 100 feet of it off the ground. When four people were unable to pull the Pond Inlet cable tight installers were compelled to use a vehicle. Insufficient consideration was given to holding the cable on the poles. The metal strap intended was easily cut through by the messenger cable.

Solution: Replacement of the messenger cable was necessary. As proper cable hangers were not immediately available lag bolts and washers were substituted for the light metal strap to secure the cable to the poles.

Recommendation: Careful preplanning go into the construction of cable spans. This is a whole separate area of concerns for those who haven't tried it. Consult with power companies, common carriers or anyone in the business of constructing cable runs. DO NOT rely on the salesperson who retails the cable.

Platforms

Platform length was incorrect here at Pond as well, either through a misreading of plans or supplying of incorrect data. It was not a major concern in this instance resulting in little lost time.

Recommendation: Prefabing platforms and test assembling before shipping.

Interference:

Because of the distance involved between the earth terminal and the community hall, walkie-talkies operating in the General Radio Service Band (CB band) were used between locations. It was found that in some instances, at close proximity these tended to act as channel select units and caused the wide screen viewer to shift channels.

Solution: In our instance it was not a prime operational problem, with a little care and distance it was liveable.

Recommendation: If this was to be repeated, particularly in close areas, care should be taken to ensure the source frequency of the walkie-talkie is not a sub-harmonic of the channel selector.

CRC Equipment

One of the crossbeams on the tubular superstructure of the earth terminal base had received a 2 1/2 inch gash running approximately 45° parallel with the tube length. This occurred somewhere in the shipping process. It was not deemed necessary to replace it by CRC personnel.

A defective feedline from the low noise amplifier to the outdoor unit supplied some disconcerting moments. Foresight and planning on the part of the CRC installer in bringing along a spare resulted in no down time because of this.

Pond Inlet indoor installation.

General Problems

No consideration had been given to constructing a table to sit the equipment on.

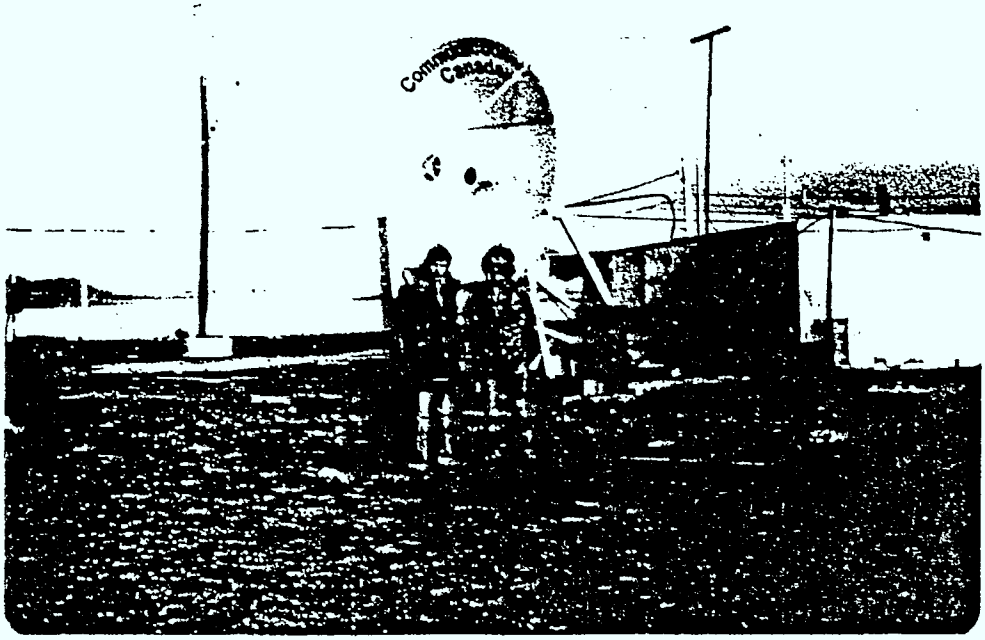
Solution: The packing crates for the CRC equipment were used with a sheet of plywood for a top. This supplied a solution to both the table problem and where to store the CRC equipment crates.

Recommendation: Consideration to be given to constructing proper tables by future users and adequate arrangements made for storing CRC straps, crates and forms in a secure protected area.

Power Connections

Lack of power at the Community Hall resulted in the inconvenience of stringing extension cords. We were unable to get local action to turn the power on as apparently authority had to come from Northern Canada Power Commission in Resolute Bay and that individual was on holidays.

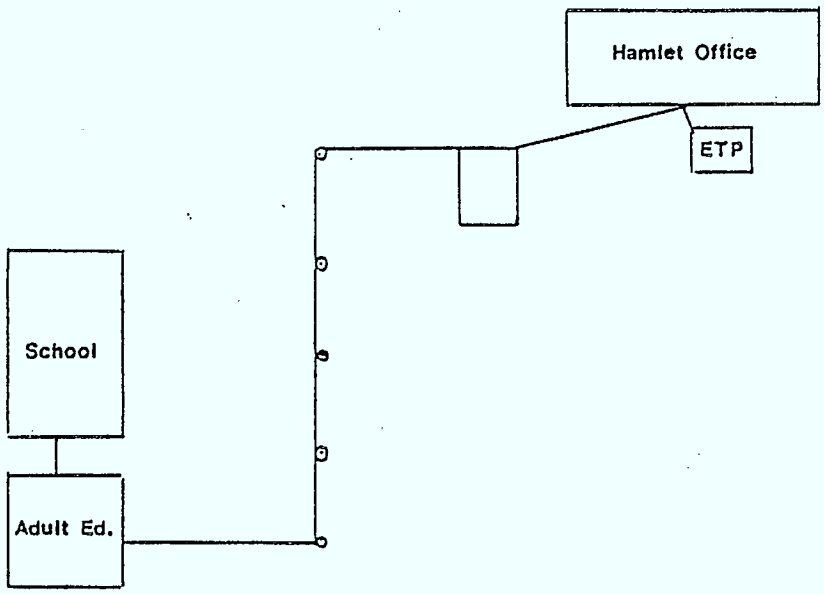
Recommendation: Pre-check be made on the availability of all necessary utilities. In the case of power, ensure supply panel is adequate and that there are sufficient plug-ins available.



Pond Inlet outdoor installation.

INSTALLATION - IGLOOLIK

Igloolik Site Plan



No major problems were encountered on the Igloolik installation. We had a failure of a Dynatel modulator that was used to convert from baseband to RF however, this was solved by recabling and using the modulator in the VTR.

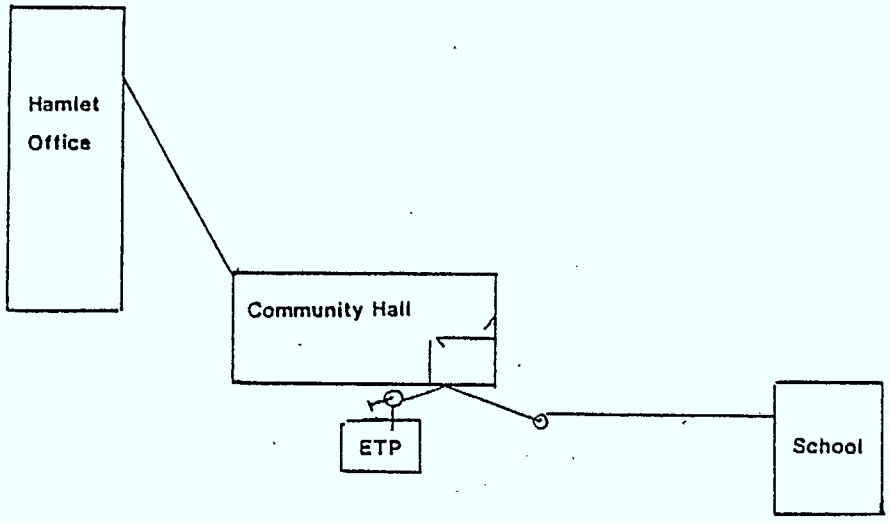
An additional drop was requested for the school. This was in addition to the original community plan.

CRC equipment worked without any problems whatever upon completion of the installation.

Igloolik outdoor installation.

INSTALLATION - ESKIMO POINT

Eskimo Point Site Plan:



On the three western locations (Cambridge, Baker and Eskimo Point), the CRC installer and Inukshuk technical supervisor were not working together as these installations were being conducted simultaneously with those on the east side.

The CRC installer, working alone encountered no technical problem on initial installation with the Eskimo Point equipment.

Following later, the Inukshuk installer did encounter problems. The transmitting antenna blew down (see section on antennas) and the satellite equipment failed as well.

The location of the equipment was not adequate with respect to number of plug ins, lighting or condition of ceiling. This resulted in ITC contracting for immediate repairs.

The antenna pole at Eskimo Point was dug in by hand and was not solid. It held, but if at all possible it would be desirable to have the poles placed in by the power company who are equipped and experienced in this type of work.

Eskimo Point indoor installation.

Interference

In many of the smaller communities video playback machines provide entertainment via pre-taped movies or TV games. Most of these channels operate on Channel three or four.

The Inukshuk local broadcast transmitter also utilized channel four for the following reasons:

(a) The lower frequency provided better omni-directional coverage.

(b) Inukshuk required interchangeability among sites meaning the same channel must be available at all locations.

(c) Pirate stations and the CBC were already on Channels 6, 8 and 9.

(d) Inukshuk was prepared to accept a higher signal/noise ratio and work with slightly larger antennas to obtain the better coverage.

Inevitably conflict occurred with the local transmitter wiping out some of the units that were geographically near the antenna.

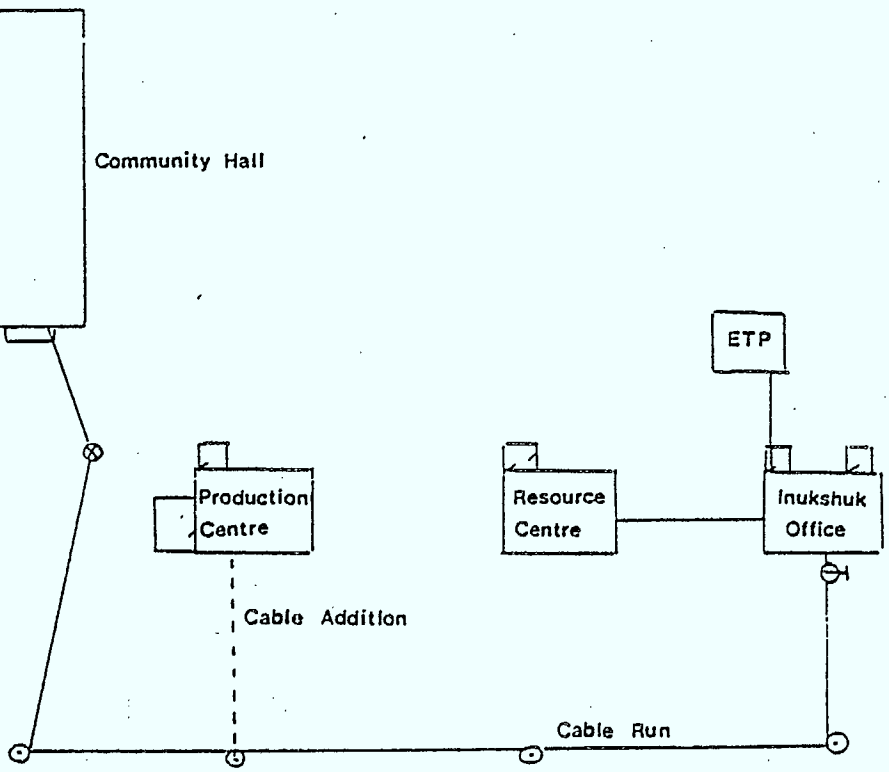
Solution: Switching the video playback units to operate on channel three and careful tuning permitted continued functioning of both services.

Recommendation: Consider other services that may be utilizing portions of the spectrum even on a limited basis before doing final channel selection.

While original plans called for students to come to the community hall to participate, Eskimo Point also had cabling changes made midway through the project to permit a drop at the school.

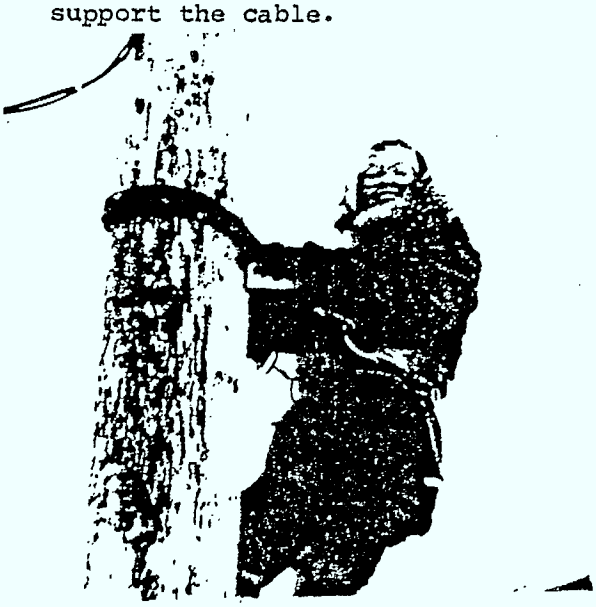
INSTALLATION - BAKER LAKE

Baker Lake Site Plan



Site Problems

Proposed routing of the cable drops had to be changed from the original plan as the route previously proposed did not have adequate structures to support the cable.

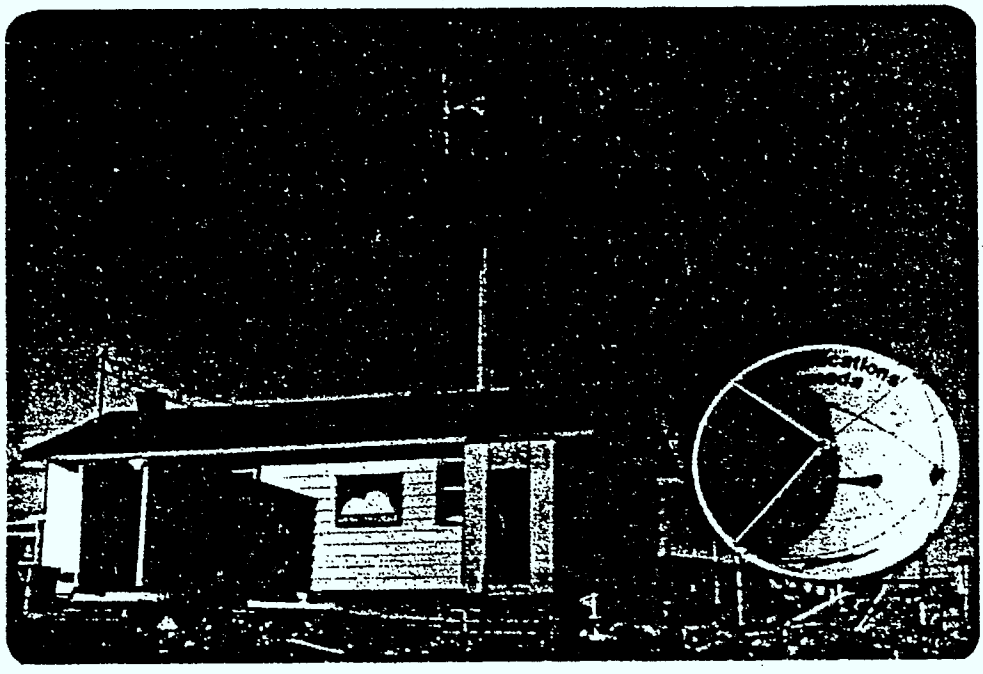


Solution: A new route was selected utilizing NCPC pole line and the community HF antenna mast.

Recommendation: A member of the installation crew accompany the site selection team.

Left: Inukshuk Project Manager inspects cable installation.

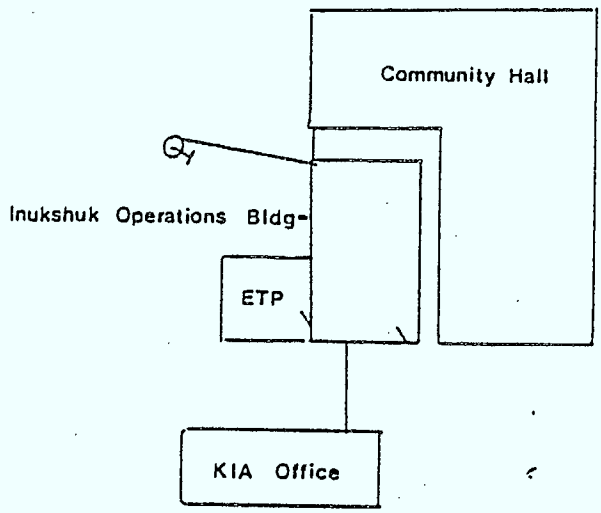
As with other locations, Baker Lake found that some cable drops intended for community use were underutilized while needs became apparent at others. This resulted in some recabling. While it is relatively easy to say more preplanning would have cut costs and save recabling in winter, this would be an over simplification. It was not until the project was underway that patterns of utilization could be learned. Any future projects should be prepared to live with the requirement for technical changes which will be present throughout and a dynamic flexible approach is a necessity.



Baker Lake Inukshuk office with accompanying outdoor installations.

INSTALLATION - CAMBRIDGE BAY

Cambridge Bay Site Plan



Cambridge Bay was originally planned to operate from the Community Hall and the Kitikmeot Inuit Association offices. Due to a misunderstanding the equipment room area in the community hall was appropriated by another party who thought it was not in use. The Inukshuk people, largely through the efforts of David Tologanik, managed to obtain a matchbox building that was placed alongside the community hall as shown in the site plan. The irony of this situation was that the Cambridge people worked too quickly and points out the fact that too early preparation can also cause problems.

This worked very well and in the long run was probably one of the more convenient working areas.

No major problems were encountered on the Inukshuk installation. An excess of cable, etc. had accumulated as this was the last rebroadcast transmitter to go in. A new larger mast was used for the TV antenna which went up fairly easily thanks to advice and assistance from the local NCPC crew.

The matchbox operating room had an oil stove with no thermostat control. On one occasion, the temperature rose to a point where it adversely affected operation of CRC's indoor equipment. On another occasion the door was inadvertently left open resulting in an extreme temperature in the other direction but which produced the same adverse results.

As CRC didn't really see the need to test temperature extremes on indoor equipment these activities resulted in a letter to the user requesting better temperature control in the building. This was complied with and no further problems occurred. While use of a separate building as an equipment room has the disadvantage of fewer people monitoring aspects like temperature, it has the decided advantage of privacy and independence for the community uplink operator and overall is probably preferable from a technical layout point of view as less adaption is required.

Cambridge Bay installation. Direct access from the matchbox control room to the fenced-in dish made indoor and outdoor adjustment to the satellite equipment much simpler.

CRC Installation

The TWT was borrowed from Cambridge almost immediately, leaving them with no uplink capability. This was shipped to Frobisher Bay pending replacement of Frobisher's defective unit.

The initial satellite phone provided arrived with a cracked PCB which basically left Cambridge as established, but only in a receive mode until these units were replaced by CRC.

Transmitters

The transmitters employed were supplied by Delta Benco Cascade of Rexdale, Ontario. A ten watt unit was ordered for Frobisher Bay and it was found that it was not necessary to run it beyond five watts. Consequently, no problems were encountered with this unit and it worked well throughout the eight months of the project.

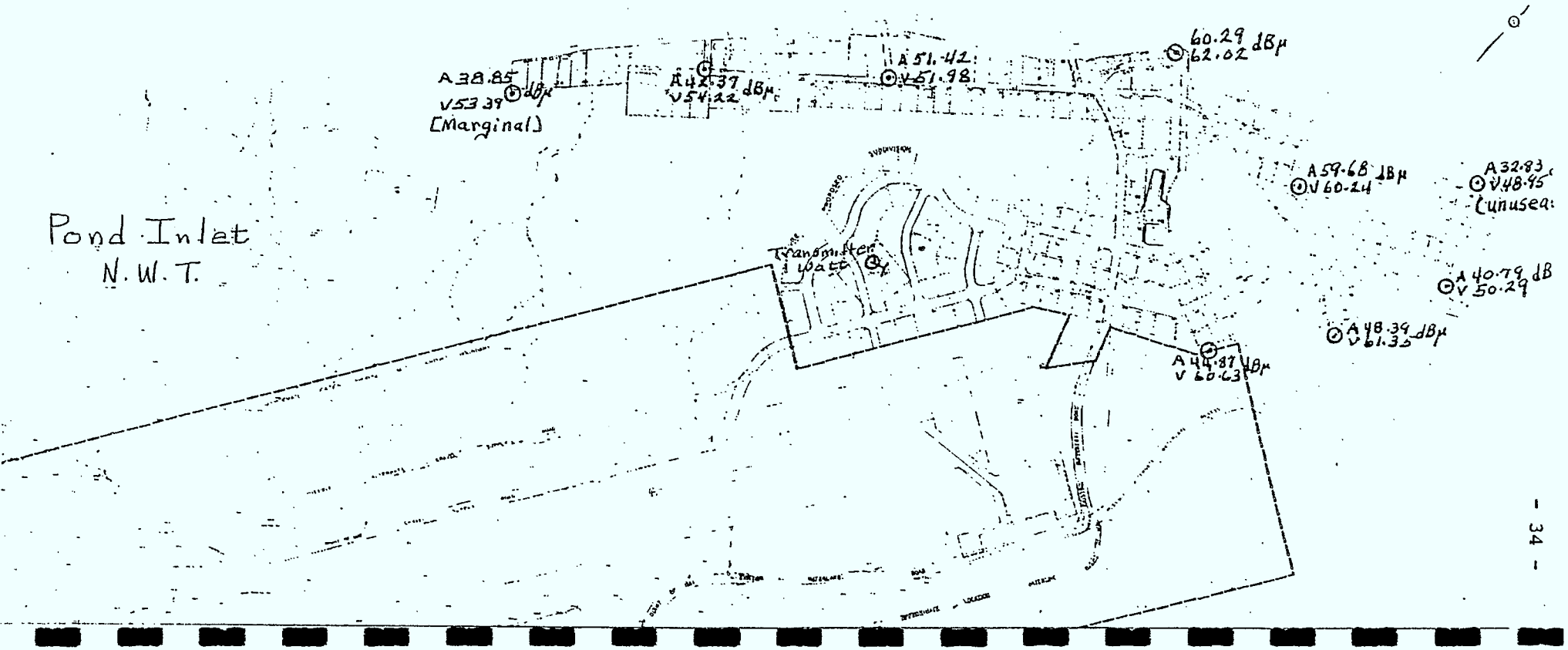
A five watt unit was utilized to beam a signal down to the Apex. This unit operated at its full 5 watts output and lasted only five months before failing. (From November 27, 1980 to May 7, 1981). Failure was a transistor in the final stage, voltage fluctuations being a suspected cause.

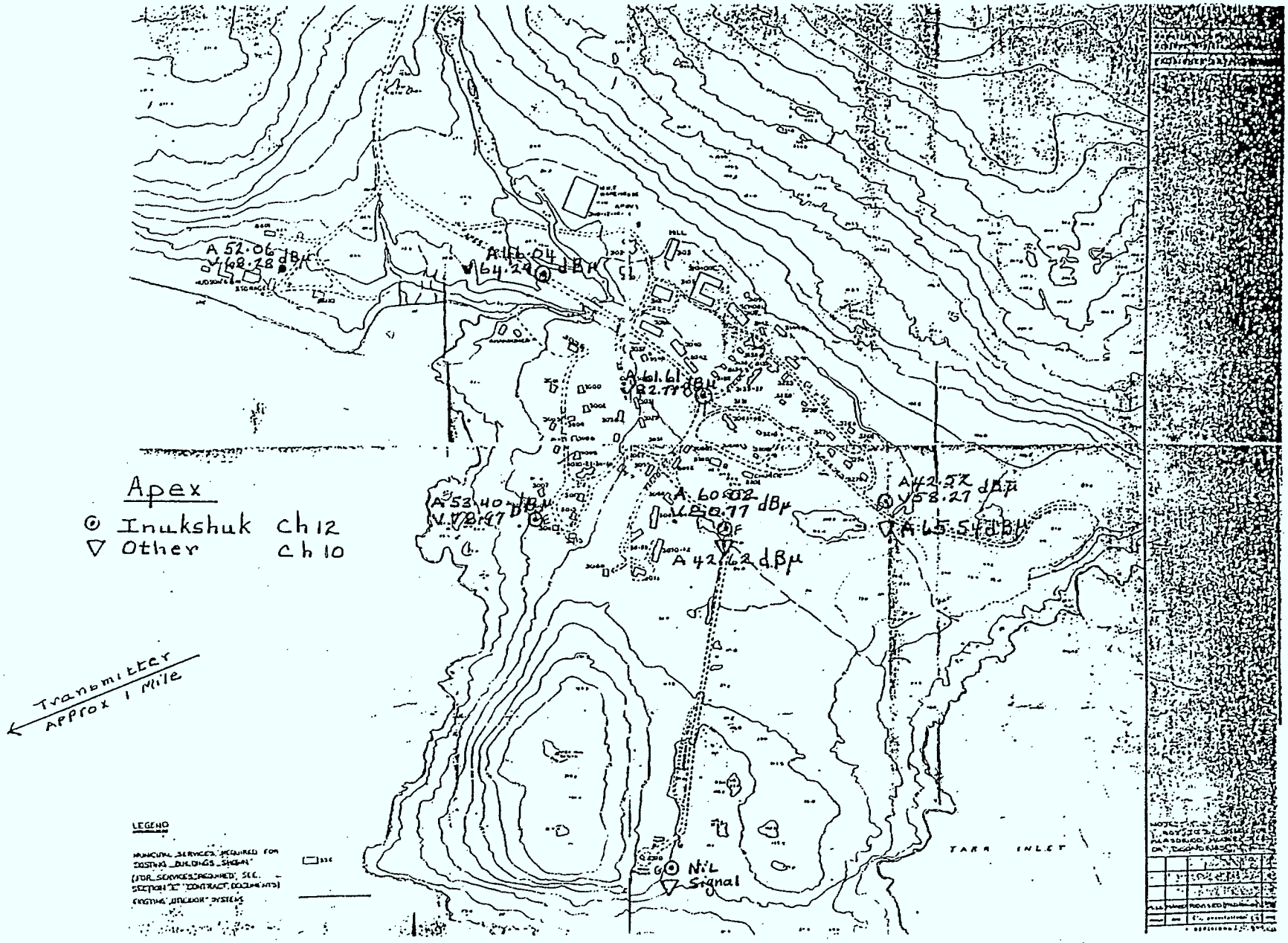
One watt units were used at the remaining sites. At all locations except Pond Inlet, no apparent technical problems occurred throughout the project. At Pond Inlet the transmitter never did function properly, always displaying an inadvertently high standing wave ratio. At first the antenna was suspect and efforts were made to isolate and verify if this was truly the source. By the time the antenna was proven satisfactory, a limited amount of time remained in the project and it was elected to leave it operating poorly rather than pull it out and leave Pond Inlet with nothing at all.

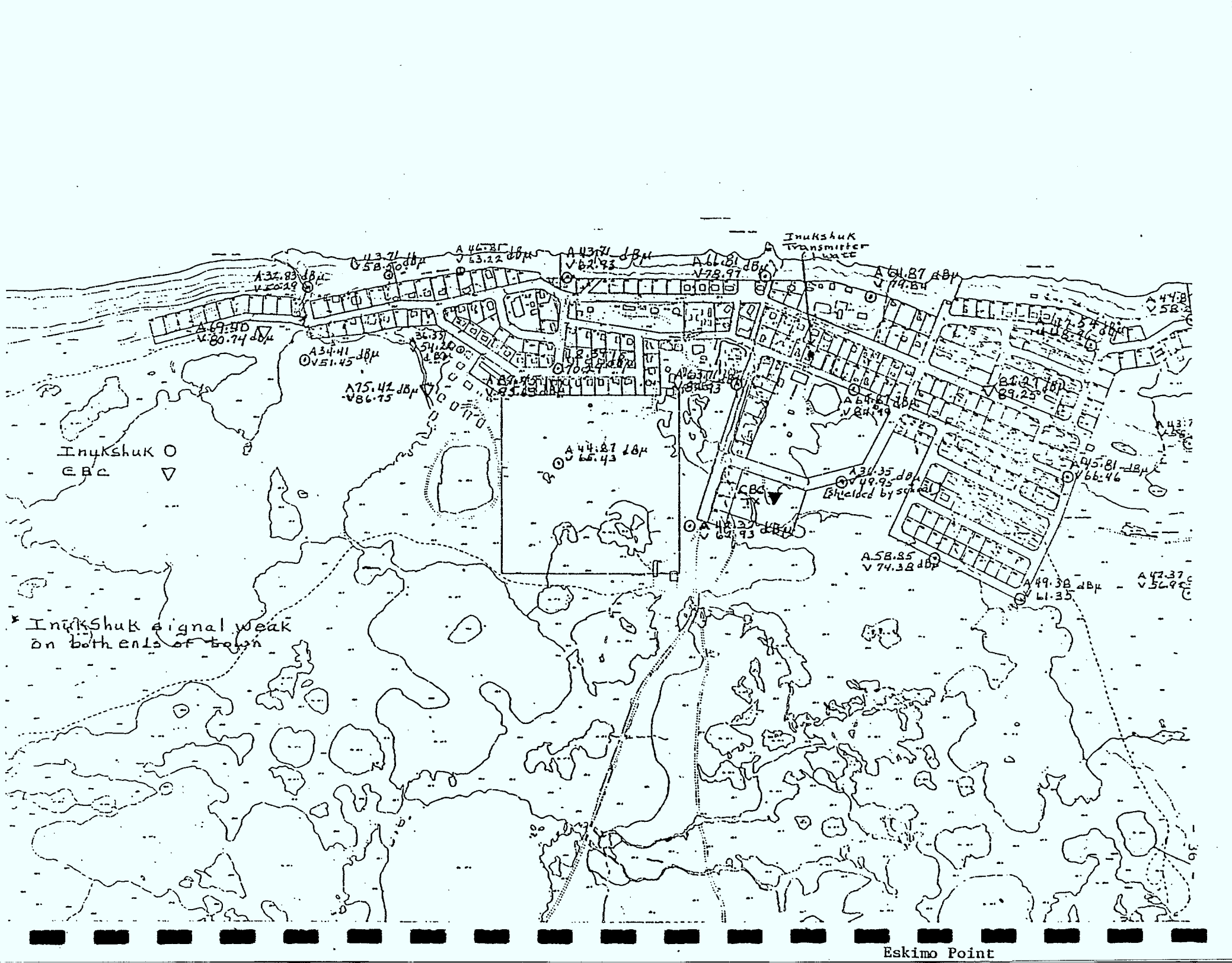
Radiation patterns were checked in all communities except Cambridge Bay where verbal reports indicate good coverage throughout the community. Eskimo Point appeared from transmitter readings to be functioning well but houses on the North and South extremes of the community frequently complained of fringe area reception.

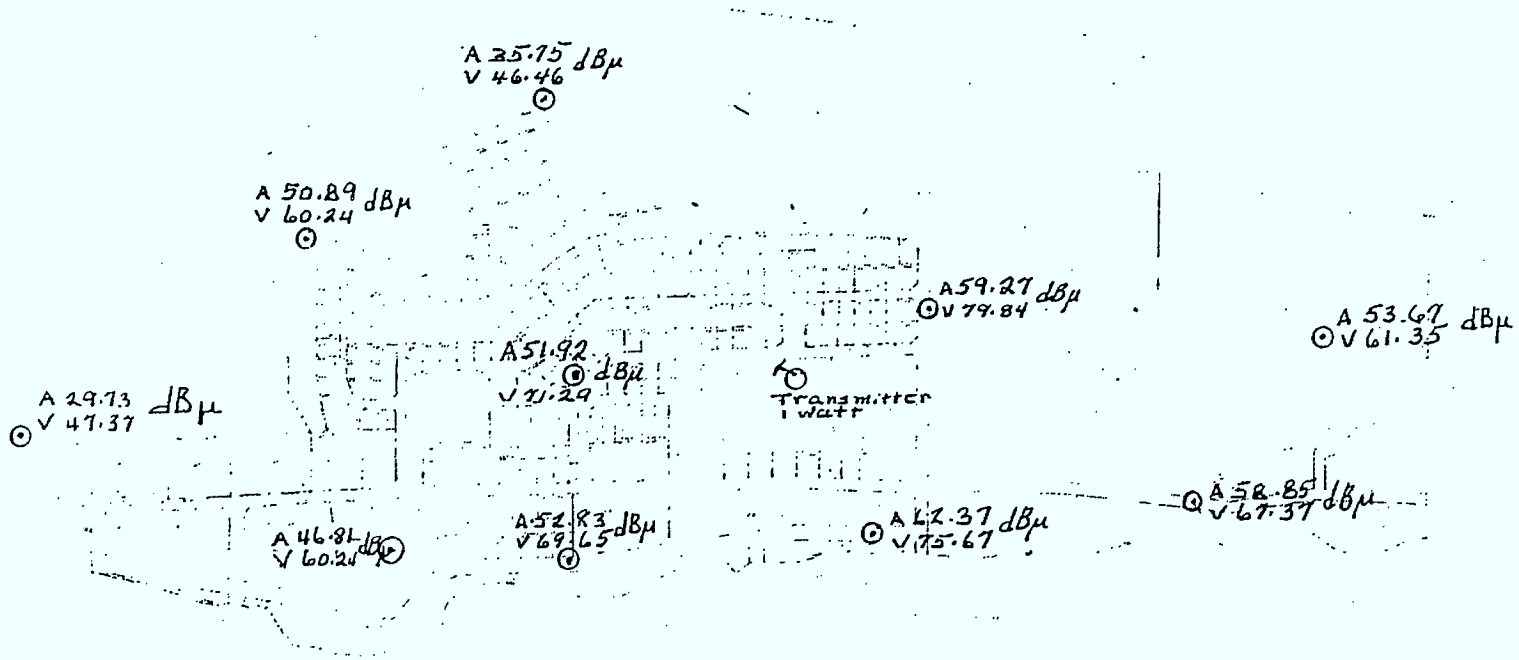
Baker Lake also had some housing that suffered because of shielding by oil storage tanks. There is little doubt that higher antenna structures would certainly have provided some improvement. Cambridge and Frobisher Bay had the highest antennas and in the case of Cambridge, with its one watt unit, it helped significantly.

The following pages represent antenna radiation samples at the respective communities.


Pond Inlet
N.W.T.
A 38.85 dBμ
V 53.39
[Marginal]
A 42.37 dBμ
V 54.22
A 51.42
V 51.98
60.29 dBμ
62.02
A 59.68 dBμ
V 60.24
A 32.83
V 48.95
[unusea
Transmitter
1 Watt
A 40.79 dB
V 50.29
A 48.39 dBμ
V 61.35
A 44.87 dBμ
V 60.63

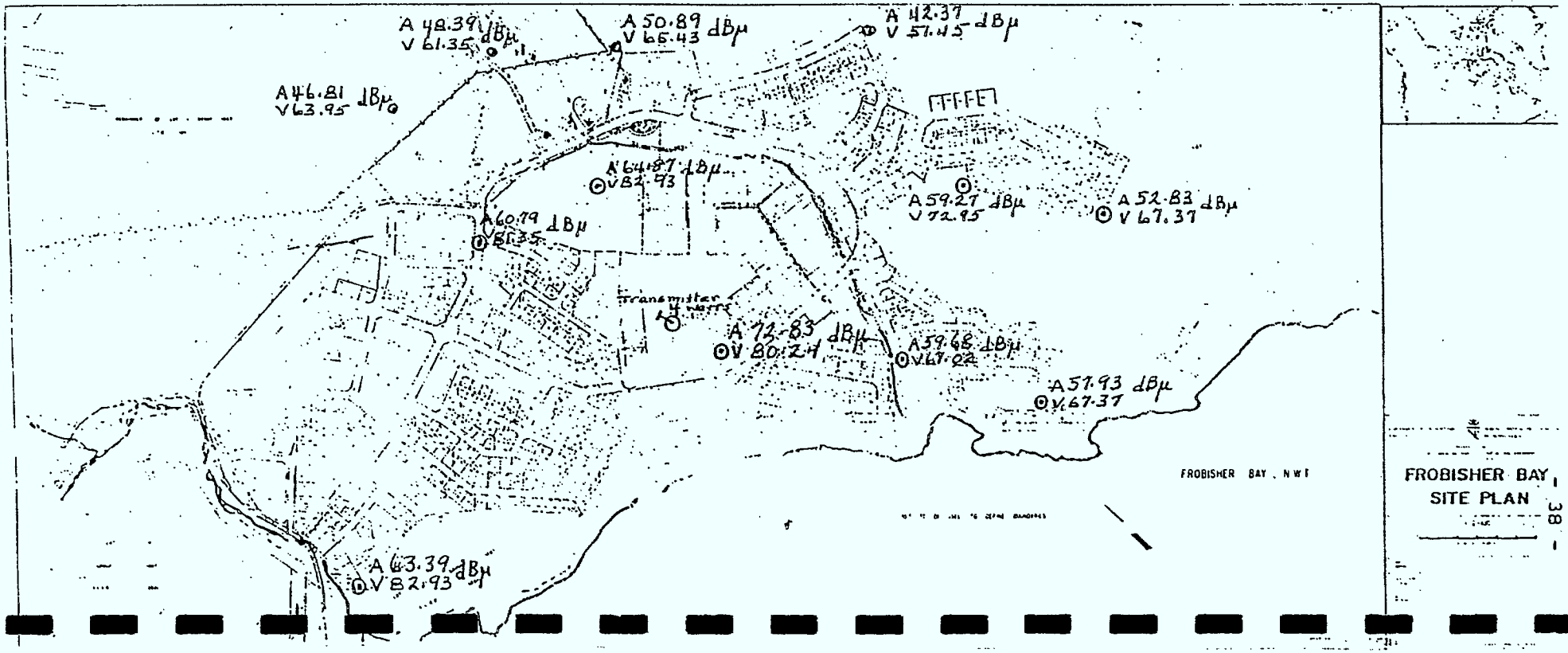

A 52.06 dBμ
V 62.28 dBμ
A 46.04 dBμ
V 64.29 dBμ
A 61.61 dBμ
V 82.78 dBμ
A 53.40 dBμ
V 78.47 dBμ
A 60.02 dBμ
V 80.77 dBμ
A 42.62 dBμ
A 42.52 dBμ
V 58.27 dBμ
A 45.54 dBμ
Apex
Inukshuk ch 12
Other ch 10
Transmitter
Approx 1 Mile
LEGEND
Nil
Signal
TARR INLET


Inukshuk Transmitter 1 watt
A 46.81 dBμ V 63.22 dBμ
A 43.71 dBμ V 62.93
A 61.81 dBμ V 78.97
A 61.87 dBμ V 79.84
A 32.83 dBμ V 50.19
A 69.90 V 80.74 dBμ
A 34.41 dBμ V 51.45
A 75.42 dBμ V 86.75
A 44.87 dBμ V 66.43
A 63.71 dBμ V 85.93
A 64.61 dBμ V 86.49
A 34.35 dBμ V 49.95 Shielded by sq
A 48.37 dBμ V 69.93
A 58.85 V 74.38 dBμ
A 49.38 dBμ V 61.35
A 45.81 dBμ V 66.46
A 44.8 V 58.
A 43.7 V 56.
A 47.37 V 62.9
Inukshuk ○
CBC ▽
Inukshuk signal weak on both ends of town
Eskimo Point



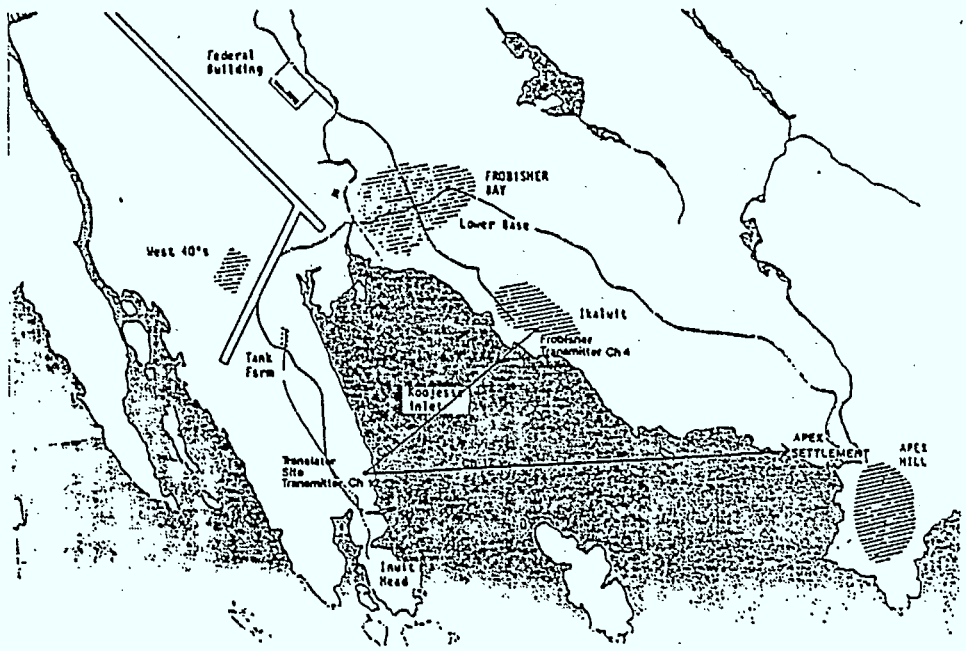
BAKER LAKE

603-400 BAKER1

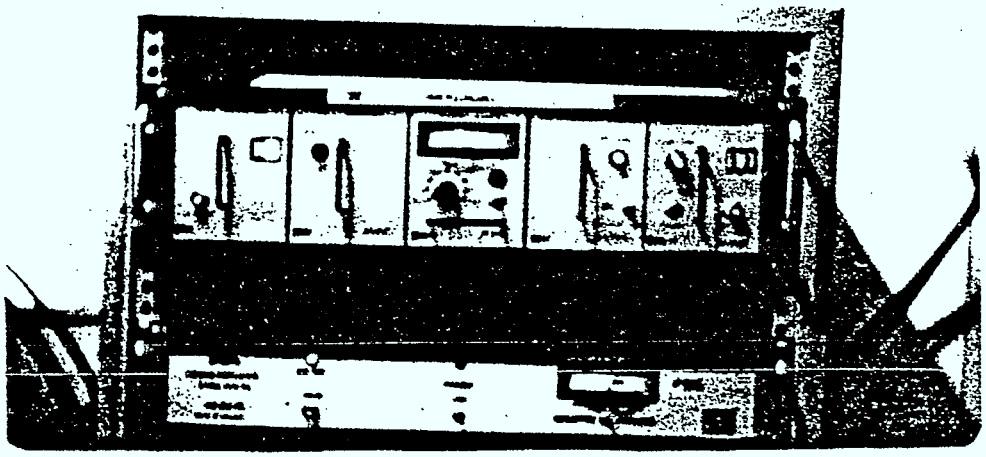

A 48.39 dBμ
V 61.35
A 50.89 dBμ
V 66.43
A 42.37 dBμ
V 57.45
A 46.81 dBμ
V 63.95
A 64.87 dBμ
V 82.93
A 60.79 dBμ
V 81.35
A 59.27 dBμ
V 72.95
A 52.83 dBμ
V 67.37
Transmitter
A 72.83 dBμ
V 80.24
A 59.68 dBμ
V 67.02
A 51.93 dBμ
V 67.37
A 63.39 dBμ
V 82.93
FROBISHER BAY, N.W.T.
FROBISHER BAY
SITE PLAN

The Apex

Apex is a small community just down the coast from the town of Frobisher Bay. It is not possible to serve this community with the Frobisher Transmitter because of a high rocky ridge effectively blocking the transmission. In order to meet this requirement it was necessary to erect a receiving antenna, translator, 5 watt transmitter and directional transmitting antenna across the inlet and fire the signal in from an angle.



A folded dipole was used as the receiving antenna at the remote site and a five element Yagi was employed to beam the signal from the remote site back across the bay into the Apex.



ITC made an agreement with a local group who could provide the necessary building space and this was the system established. These people were most helpful, and the system worked well until the DBC transmitter failed on May 7, 1981.

Inductive Interference

One problem did arise. Since the building in question also housed the transmitting equipment of the owner on Channel 6 and 10, it was noted that when our Frobisher transmitter went off the air, the translator would feed the random noise pulses to the Apex transmitter and this caused appreciable interference on Channel 10 as Apex was rebroadcasting on Channel 12. This problem was overcome by leaving a colour bar feed on the transmitter during non-broadcast times. As long as a good signal was there the translator would lock on and no random re-radiation resulted.

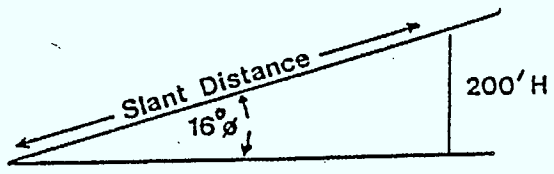
Inductive interference was also experienced at Baker Lake from the airport beacon and from the intercommunity H.F. radio. This was due to a poor ground connection on a co-ax cable and disappeared as soon as proper bonding was applied.

We also picked up and radiated the Cambridge Bay beacon over our satellite audio channel for a period of time. It was not sufficiently strong as to interfere with our operations and was eliminated when cable substitutions were made at Cambridge. It was suspected but not confirmed that this was also due to poor bonding on a cable connector.

Effects of Blowing Snow

By December it was becoming apparent that on days when blowing snow was present in severe amounts, stations would invariably lose their pilot carrier locking capability. November and December provided some severe blowing snow conditions particularly in the Keewatin. After losing their transmit capability as well from Baker Lake and Eskimo Point on the night of the formal grand opening, it was decided to conduct further investigation.

Because of the low "look" angle at northern locations, when blowing snow obscured the first 200 ft. of surface, the dish was effectively looking through a wall of moving snow approximately 700 ft.



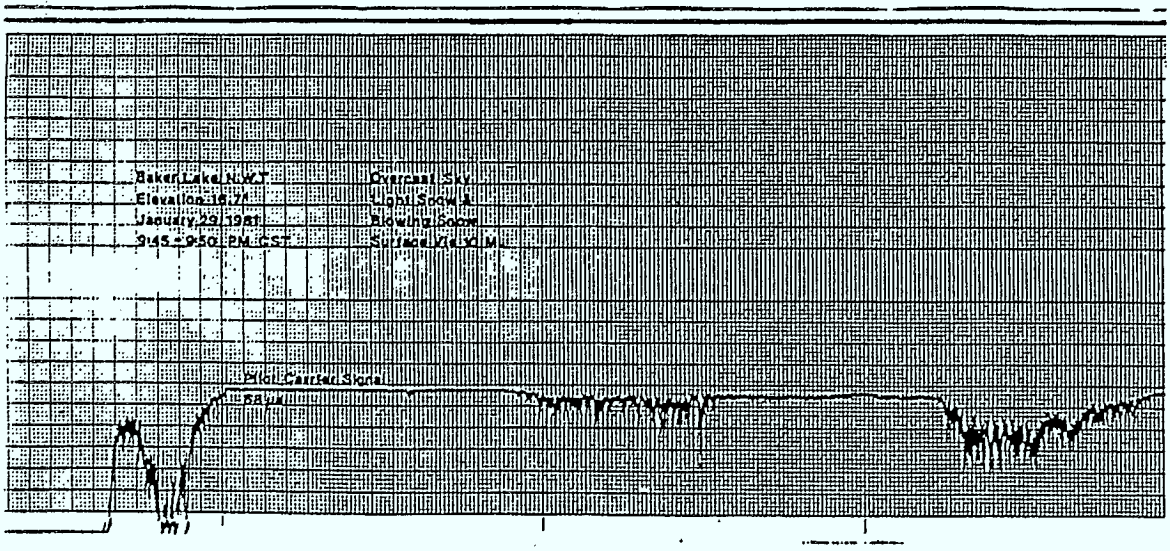
$$SD = \frac{1}{\sin} \times H$$

$$= 697.6$$

This was discussed between the technical supervisor and some communications research personnel in December, 1980. Subsequently CRC provided a Hewlitt Packard DC recorder and this was connected to the pilot carrier signal on the equipment at Baker Lake in January of 1981. Although it was recognized that the pilot carrier was not subject to atmospherics only and would vary with output from the Ottawa transmitter, it was hoped that by monitoring the level visually on the meter at other sites not affected by blowing snow interference, we might get some positive correlation between blowing snow and loss of pilot carrier. Both the higher frequencies in use (12/14 GHz) and smaller dishes might be more susceptible than had previously been supposed.

The Inukshuk personnel concerned then sat back and waited for a good blow. None came, at least nothing on the scale we had been enjoying earlier. The few that did arrive didn't coincide with scheduled satellite times and results were largely inconclusive.

Although comprehensive studies on effect of raindrop attenuation has been conducted, the author is unaware of any studies in relation to crystalized snow in motion and to the equivalent depth encountered in the Canadian Arctic. Such an investigation under properly controlled conditions could conceivably be quite useful as we move into areas of Direct Broadcasting Systems on higher frequencies with smaller reflectors.



TNI Experiment

On February 19, 1981, an innovative addition to the experimental project was conducted. The Inukshuk project in the High Arctic was linked in with the Tagramuit Napingat Incorporated project Naalakvik II in Northern Quebec.

The Frobisher uplink fed pretaped video and audio as well as live studio feed and the communities of Sugluk, Inoudjouac, George River and Ft. Chimo in northern Quebec, were able to interact with all stations of the Inukshuk project in talking to and asking questions of a panel of guests.

This was only done once to test the feasibility and difficulty of accomplishing it. It entailed tying up two channels on the satellite but was considered extremely worthwhile from Inukshuk's point of view.

We would like to thank the Anik B management for their scheduling cooperation and the excellent work of the crew at the nine meter uplink for their innovative support and excellent cooperation.

Some participants on the panel during the joint Inukshuk/Naalakvik II experiment.

Rebroadcasting Antennas

The television broadcasting antennas utilized were modified folded dipoles designed and constructed by Petrie Telecommunications of Ottawa. This design was selected for a number of reasons:

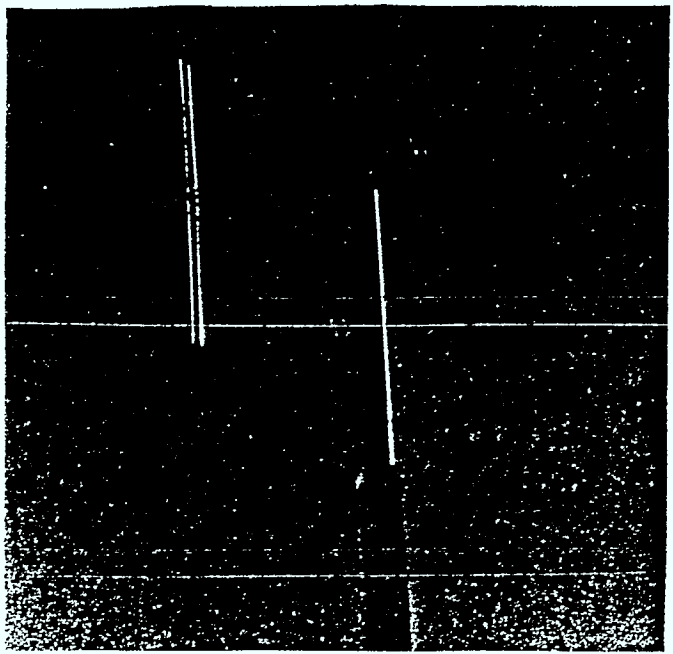
Utilization of a six to one balun permitted standard 50 Ohm cable to be matched directly to the 300 Ohm antenna with no tuning requirement in the field;

By modifying the folded dipole slightly with three to four inch spacing the loop effect broadened the frequency response permitting full passage of television bandwidths;

At the same time, spacing was not sufficiently large enough to reduce the omni-directional capability obtained by using the folded dipole in a vertical polarization mode. Vertical polarization was chosen because it provided better omni-directional capability while retaining the other required features. Most housing in the six communities utilized adjustable indoor TV antennas so polarization was easily compensated for.

The design had the added advantage of shortening the dipole arms by the length of the spacing while still remaining structurally sound.

Some concerns existed over increased interference from power leakage which is generally considered to be vertically polarized. We experienced no problems in this respect.



Typical antenna installation.

Mast Structures

It was the mast structures that provided the largest continuing problem throughout the project.

It was originally planned that 50 foot hydro poles would be placed in the ground leaving about 45 feet of structure above surface to which the antenna would be directly fastened. When it was learned that some of the installed poles were only about thirty feet above ground level it was apparent this would not be adequate for height and an extension would be required. At this point it was decided that a 30 foot telescopic steel mast would be pulled up to the pole top, the bottom 10 feet fastened to the hydro pole and an additional 20 feet extended into the air.

This sounds good in theory, but until you have stood at the top of a pole on spurs, lifted an antenna, boom, and 20 feet of steel pole and then tried to hold it with one hand while you clamped it with the other, you haven't really begun to appreciate the depths of the problem. Suffice it to say it is physically exhausting, particularly in a 40 mph wind. It was noted immediately that 20 feet extended beyond a 45 foot pole whipped dangerously and at the Frobisher location it was lowered to a ten foot extension.

The antenna itself was extended on a boom and the extension reinforced with a 5/8 inch plywood brace. This was modified by cutting the centre out to reduce torqueing due to wind loading.

Frobisher Bay

The Frobisher antenna did survive the project except for the shearing of a bolt on the reinforcement triangle. This was replaced by the NCPC crew utilizing their cherry picker, for which the technical supervisor shall remain forever grateful.

Pond Inlet

After the Frobisher experience it was decided to approach the Pond Inlet antenna differently. The antenna was first bolted together on the ground at the desired length. Next, a bolt was placed through the pole near the top and at right angles to the prevailing wind. A hole was drilled through the antenna approximately six feet from the base and a second one 4 feet down from the first.

The antenna and mast were then pulled up to the top either by hand or with a gin pole and the mast hung on the protruding bolt in an inverted position.

A rope was then tied to the base of the mast and people on the ground pulled on the rope, pivoted the antenna upward and once it was vertical, the person on the pole drove a lag bolt through the bottom hole into the pole.

While this can provide some interesting moments for the guy on the pole when the mast swings into place, it is a far superior method to physically attempting to extend it once it's up the pole as was done in Frobisher.

Eskimo Point

The antenna at Eskimo Point was next as Igloolik did not have a broadcasting system. It went up in the manner previously described and lasted less than 24 hours, succumbing to a brisk wind of unknown strength but estimated at up to 60 or 70 mph.

The telescoping masts were designed to be supported by guy wires. Without such support they were not adequate. Eskimo Point was replaced by two ten foot lengths of 1.5 galvanized pipe which worked fine.

Cambridge Bay

Cambridge had an excellent pole complete with climbing rungs installed by NCPC.

After the Eskimo Point disaster, Cambridge was supplied with 2 pieces of 1-inch pipe and an angular metal brace.

This went up well with the assistance of NCPC. Although it lasted throughout the project and is still in place at time of writing, it still looked flimsy and 1.5 inch pipe was used in subsequent Baker Lake and Eskimo Point installations.

Baker Lake

The Baker Lake pole was not a new pole, contained significant surface rot, and was short (less than 30 feet above surface) and had been dug in by hand.

Initially it was supplied with one of the weak telescopic masts but this was later replaced by a 1.5 inch pipe mast.

One person can mount the 1.5 inch pipe mast if a long gin pole is used and the antenna is raised by a pair of rope blocks with a locking lever.

Alternately, one can go to the standard steel mast, guyed and anchored. When properly done this is excellent and hard to beat, however;

(1) Cost is high.
(2) Shipping is frequently a problem.
(3) They are difficult to work on compared to a wooden pole.
(4) They need constant attention on guy wires.
(5) They can be difficult to anchor in bedrock.
(6) Some communities have bylaws against erection in some areas due to the danger the guy wires represent to snowmobile drivers.

For these reasons, Inukshuk elected to go with wooden poles topped by a steel mast for added height.

One might also try using the standard flagpole method. That is, two stub masts with a third pole or mast on a pivot between them. To obtain significant height and strength, however, might be difficult and it means sinking two poles instead of one.

Darome Teleconferencing Unit

The Darome teleconferencing unit deserves special mention because of the key role it played in our project, and the amount of concern it caused us.

It is a very versatile unit, capable of either two wire or four wire operation. It consists of a teleconferencing control unit with speakers and five microphones of the press-to-talk type hooked in series. It all comes in a neat, portable case and is easy to assemble and operate with minimal training. It has provision for level adjustment and the ability of letting the loudest modulation "capture" the circuit which in our case eliminated the need for an interruptor signalling system.

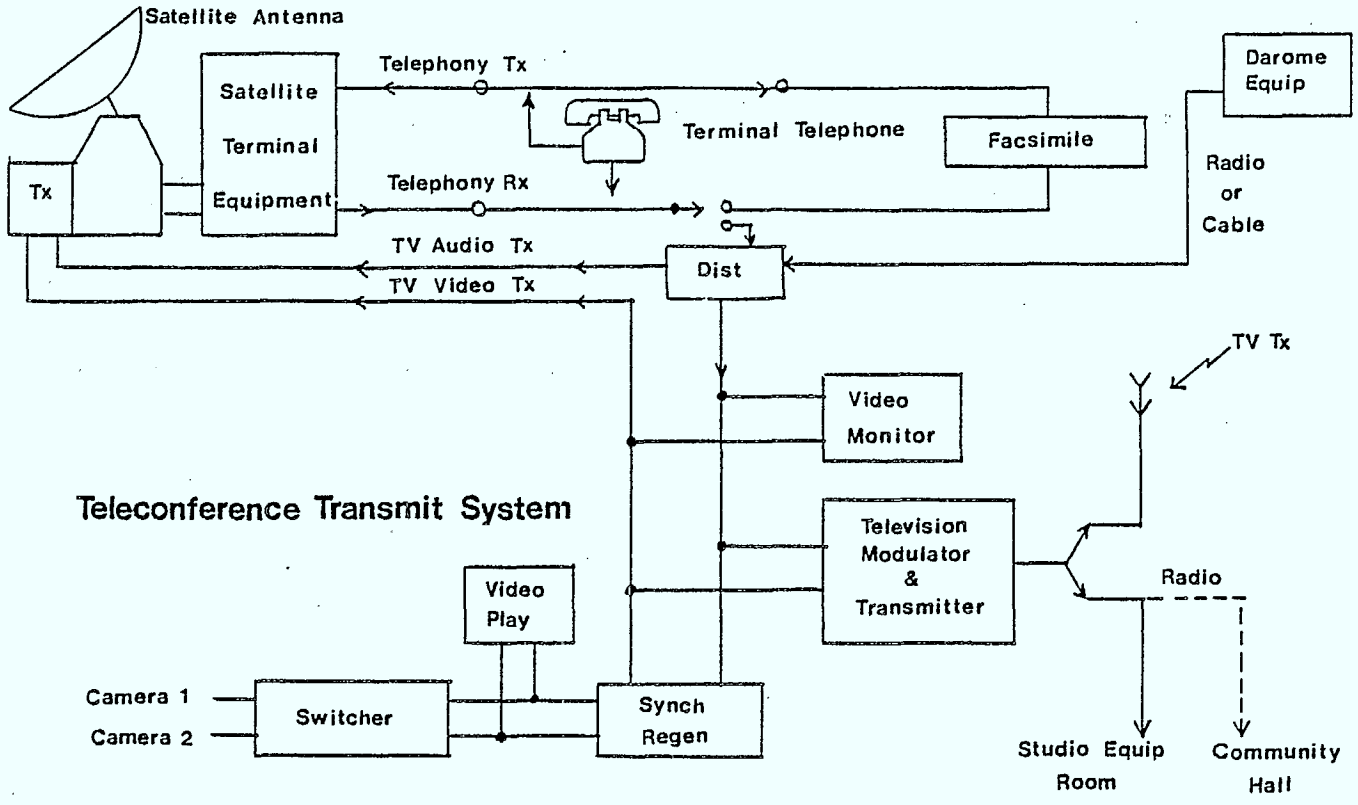
Technically, the unit gave us a couple of problems. It has a plug-in type electromechanical relay which in one case failed after approximately 340 hours use and at approximately 425 hours in another case. The external wiring, however, from the conference control box to the circuit input was what gave us the most trouble. This wiring was totally inadequate for the rugged use our people required and we had some bad intermittent problems which nearly drove some of our coordinators to the extremes of exasperation. For our purposes, it was necessary for the units to be disconnected and reconnected and moved from site to site making maximum use of the portability factor. We found the wiring supplied just wouldn't stand up and had to be replaced. The Cooperative Federation has 19 of these units in the field, however, and their only problem has been with the microphones. Their units are not used in a portable situation within the community and they have constructed special shipping crates to eliminate transit damage.

We had five microphone failures, the majority were in the microphone heads which are cemented shut and can't be accessed. Two had press-to-talk switch problems as well. It was pointed out by the technical consultant who examined all the microphones at the end of the project that of the five, three were still usable with some noise but only two were completely unserviceable.

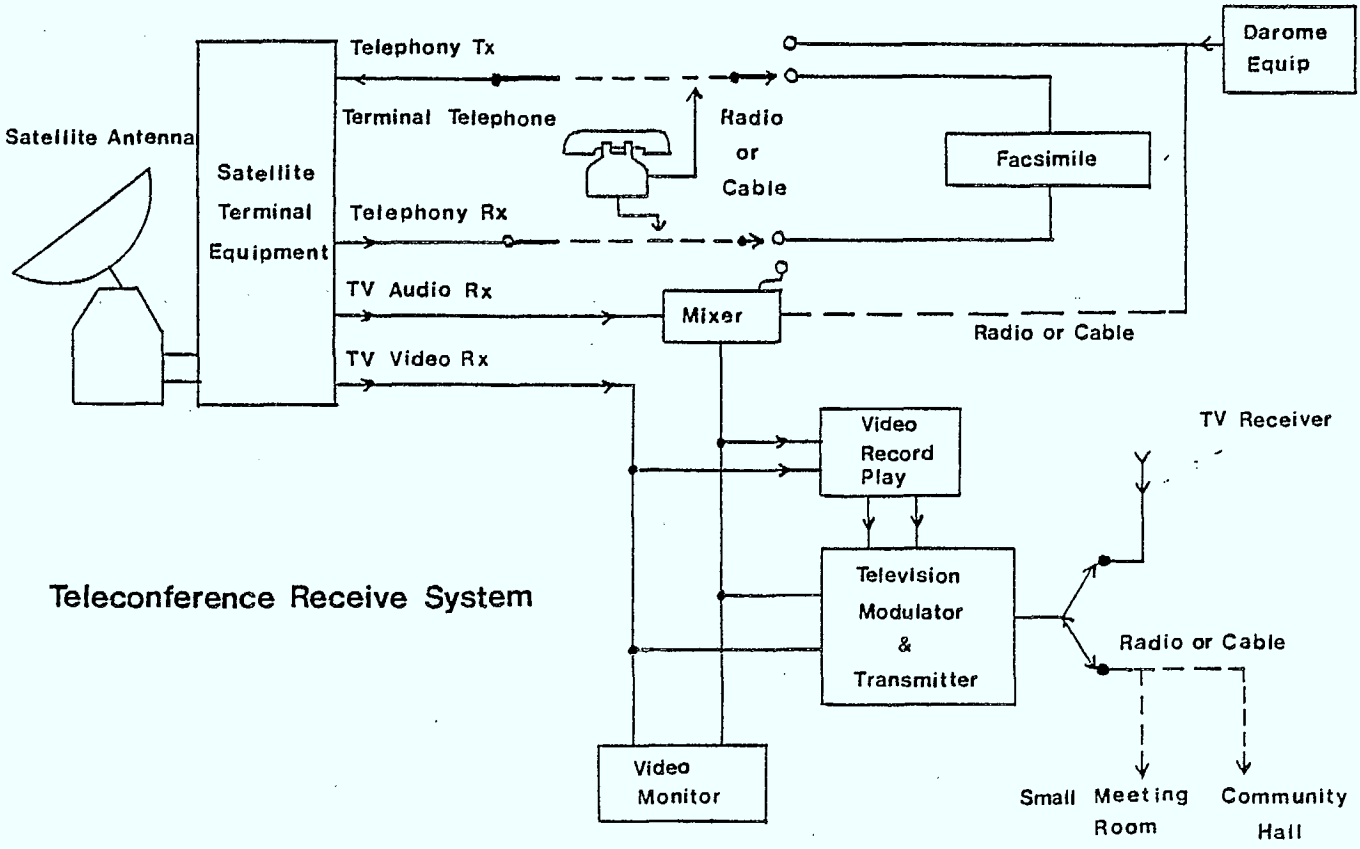
Our greatest overall concern was with the attitude of the company. They appeared to be research rather than market oriented. Also, they would not supply any diagrams or schematic to work from which meant everything had to be shipped to them if you couldn't locate the problem by testing. Combine this with innumerable Customs delays and costs (a problem also being experienced by the Cooperative Federation with their microphone repairs) and it causes long periods of shutdown which would be unnecessary if schematic diagrams were supplied.

In summary, it is a very good unit and to our knowledge, nothing better is available on the market. Because of the poor maintenance, turnaround and lack of concern for customer downtime, however, any subsequent user might wish to look elsewhere or make a maintenance manual complete with schematics a condition of purchase.

Typical usage of Darome unit on the system.



Teleconference Transmit System



Teleconference Receive System

Technical Training of Personnel

As noted earlier, none of the community coordinators responsible for uplinking with the satellite, conducting operational tests or exchanging equipment had any previous technical training. The necessary step-by-step instruction was provided by the technical supervisor, technical consultant, or CRC personnel as required. We still feel this is to be the most viable approach, otherwise lengthy expensive training would be required to cover off all potential problem areas.

Some excellent technical training on the CRC equipment was given to the technical supervisor by Mr. Ed Persaud of CRC in December 1980. Because of Mr. Persaud's extensive knowledge of the equipment this was accomplished in a relatively few days and proved to be extremely useful later in the project. Should such a project be run again it would be advisable to have more than one individual doing the project maintenance and installation so as to reduce the amount of time any one person has to spend travelling. CRC rotated three people which seemed to be easier for all concerned.

One objective from a technical training point of view was to identify people throughout the project who were suitable for, and interested in obtaining further technical training that would suit them to a role in the continuing broadcasting network. At the final wrap-up session in Baker Lake, five people expressed a definite interest in taking such training. The ITC administration personnel are aware of the names and locations of the individuals concerned. There is little doubt in the mind of the technical supervisor, based on his experience before and during this project that an adequate resource of human skills exists within the Northern communities and it can be readily tapped by adequate provision of training on a required basis.

Equipment Assessment

While it is impractical to deal extensively with all items of equipment such as was done with the Daromes, antennas, etc., some degree of evaluation must be considered. Accordingly, the tables on the following two pages summarize all equipment used on the project and an abbreviated assessment of each item is included.

Should information beyond that supplied on the evaluation forms be required, it may be obtained by contacting:

Len Petrie
Petrie Telecommunications Ltd.
22 Barron Street
Ottawa, Ontario

Phone: (613) 825-1505

or

Ron Robbins
Department of Communications
Central Region
200 - 386 Broadway Avenue
Winnipeg, Manitoba
R3C 3Y9

Phone: (204) 949-2967

EQUIPMENT	MANUFACTURER	SUPPLIER	RATIONALE	DELIVERY	SERVICE	CHARACTERISTICS	APPARENT FAULTS
Transmitter 1 watt	Delta Benco Cascade	Delta Benco Cascade - Rexdale	Promised early delivery. Proven reliability. Lowpower consumption.	Very poor.	Quality good. Turnaround time poor.	Easy to install and operate.	Easily overloaded. Sensitive to voltage fluctuations.
Transmitter 5 watt	Delta Benco Cascade	Delta Benco Cascade - Rexdale	As above.	Poor	Slow turnaround.	As above.	Final stage failed after five months operation.
Transmitter 10 watt	Delta Benco Cascade	Delta Benco Cascade - Rexdale	As above.	Good	Not required.	Easy to install and operate. Good metering.	None, Inukshuk seldom operated it beyond half power.
Translator	Delta Benco Cascade	Delta Benco Cascade - Rexdale	As above.	Good	Not required.	When no signal available it tends to search for random noise pulses.	Translates random noise when no locking signal is available.
Modulator	Catel	Kelcee Communications Ottawa	Good industry record. Broadcast standard.	Excellent	No servicing required.	Easy to install. Fairly easy to balance levels.	None. Meter not all that sensitive.
KP500 TV Monitor Widescreen	Sony	Turnelle Ottawa	Best picture quality over time.	Excellent	Telephone assistance good.	Tube faces attract dust.	Subject to dust collection very easily. Needs better filtering.
Colour Monitor KV1911	Sony	Turnelle Ottawa	Best quality for price.	Good	Excellent	Easy operation and inspection.	No blue gain adjust.
Colour Monitor CVM 1250	Sony	Turnelle Ottawa	Best quality for price.	Good	Excellent	Easy operation and inspection.	High voltage plug has a tendency to fall out, especially in shipping.
Distribution Line Amplifiers	Jerrold CDA200	W.E.S. Electronics Winnipeg	Availability	Good	Not required.	Internal adjust potentiometers.	No external access for adjustment.
Voltage Regulator	Sorensen Mod 1000		Availability			Easy access. Easy connect.	
Frequency Regulator	Elgar Corpn. Mod 1001C		Availability			Easy connect.	
Teleconference Unit	Darome	Darome	Nothing comperable on market.	Poor - U.S. based firm.	Very poor - appear research not market oriented	Unit very versatile, well designed. Easy to operate.	Wiring not substantial. Mic heads sealed in. No manuals or schematics.
Rebroadcast Antennas	Petrie Telecommunications	Petrie Telecommunications	Specific needs. Cost.	Excellent (in-house)	Excellent (in-house)	Modified half-wave folded dipoles.	
Cable (Inside)	Belden	Wackid Radio Fayette Ltd.	Frequency response. Temperature co-efficient.	Good	n/a	A bit more difficult to work with but worth it.	nil
Cable (Outside)	Belden	Wackid Radio Fayette Ltd.	Environmental capabilities.	Fair	n/a	Good ability to withstand extreme temperature changes.	Heavy
Cable Messenger		Pascal Hardware Ottawa	Availability	Fair	n/a	Required > 6000 lbs tensile strength as opposed to 2000 lbs.	1/8 cable stretched 3/8 held up
Vector Scope		CBC Edmonton, Alta.	Donated	Excellent	Excellent		nil
Waveform Monitor	Tektronics	DOC Saskatoon	Donated	Excellent	Excellent		nil
Amplifiers	Dynatel	Crowsnest Cable S.A.I.T., Alberta	Donated	Excellent	Excellent		nil
K A R T		CBC Frobisher Bay	On loan	Excellent	Excellent		nil

EQUIPMENT	MANUFACTURER	SUPPLIER	RATIONALE	DELIVERY	SERVICE	CHARACTERISTICS	APPARENT FAULTS
Video Distribution Amplifiers	HDI210	United Video	Price and availability	Good	Not required.	Easy to operate.	nil
Time Base Corrector		United Video	Uses digital not analog, easier service, better quality.	Good	Not required.	Care taken in operation. Not simple to operate properly. Keep clean.	Once balance is lost requires considerable time to get it back.
Special Effects Generator	Panasonic	United Video	Price for quality and flexibility of operation.	Good	Not required.	Easy to operate.	nil
Audio Board	Teac	McKeen Electronics	Price for performance. Room for expanded capability.	Good	Not required.	Easy operation and plug-in installation. More of a music mixer.	Needs a balanced input impedance to shield. 18 inputs - 5 output channels.
Mixer	Hans Weeks Ottawa	Hans Weeks Ottawa	Price and availability	Good	Not utilized.	Easy operation.	Worked well until its rating was exceeded blowing the final stage.
Mixer	Shur	Nunatsiakmiut Frobisher Bay	Borrowed Availability	n/a	Not required.	East to operate.	nil
Audio Amplifier	Technics	Blecker Sterio Ottawa	Availability	Good	Not required.	Easy to install and operate.	nil
Video Camera Adapters	Sony	Turnelle - Ottawa Payette Ltd.	Performance	Good	Not required.	Easy installation.	nil
Production Monitors	Electrohome	United Video	Performance and price.	Good	Not required.	Black and White 7" screen.	nil
Cameras	Sony - 1600's Sony - 1610's	Turnelle - Ottawa Payette Ltd.	Performance. Best quality for cost.	Good	Good	Tends to average and create problems on automatic. Colour difficult to set.	Zoom and focus should be separate.
Tripods	Miller	Adams and Associates	Price	Fair	Poor	Gaskets fail after 3 months. Handle bracket broke on all of our units.	Wont stand up to northern environment. Heads leak fluid. Specialized maintenance.
Lights	Berkey - Colourtran Smith - Victor	United Video Wackid Radio	Quality for cost. Quality for cost.	Good Good	Good Fair	Overall producers preferred Berkey-Colourtran over Smith-Victor.	Needs a heavy duty switch on cord and stronger tripod. Unable to focus.
Earphones	Toshiba	United Video	Price	Good	Fair	Light weight. Loose fitting.	Wiring did not hold up, burring within 6 months, also some intermittency.
Monitor Reel to Reel	Revox	McKeen - Ottawa	Slow speed 15/16. Performance history.	Excellent	Not required.	Easy to operate.	
Video Recorders	Sony 2860	Wackid Radio Ottawa	Capstan drive, stable performance history.	Good	Cannot field-service - must be shipped out.	Sensitive to voltage and frequency fluctuations.	No field servicing. Damage easily in shipping despite careful packing.
Video Players	Sony 2610	Wackid Radio Ottawa	History. Price vs performance.	Good	Fair	Easy to operate.	
Character Generator	Kelcee	Kelcee Communications Ltd. Mississauga, Ont.	Demonstrated performance for cost.	Fair	Not required.	English language only. Be nice if you could preview and program at same time.	High cost to put in Inuktitut language programming. Began losing hold but stopped.
Telesynic	Elmo	Adams and Associates	Cost	Fair	Poor	Poor quality transfer.	Inadequate resolution, far below expectations. Further evaluation being done.
Video Recorder	Sony VO 3800	Wackid Radio	Quality for cost.	Fair	Fair	Portable 3/4 inch.	Needs to be lighter.
Batteries	Sony BP20 - BP60	Wackid Radio	Required	Fair	Fair to poor	Need insulated protection from cold.	Not sufficient capacity to suit our film makers.

Outages

As an indication of just how well both personnel and equipment performed, the subsequent pages offer a comparison of toal outage time to potential operating time. As well, they indicate a comparison of how much lost time was attributed to the operator learning phase. Since the only log that was maintained continuously throughout was the Frobisher Bay uplink terminal log, all data must necessarily be based on that document. Since the supervisor there could not supply all the details in all cases, the data is somewhat subjective but does, nonetheless, supply sufficient information to provide a realistic expectation for subsequent projects.

Another factor to be considered is that all outages due to local causes including storms, local power failure, etc., are charged as Inukshuk related outages. Any downtime caused by any satellite equipment either locally, at the 9 metre uplink in Ottawa or due to the satellite itself, including "unknown causes" are charged to the Communications Research Centre. All graphs are distorted to varying degrees in February by an outage on February 9, 1981, logged as "unknown technical problem, 9 metre terminal."

Frobisher Bay

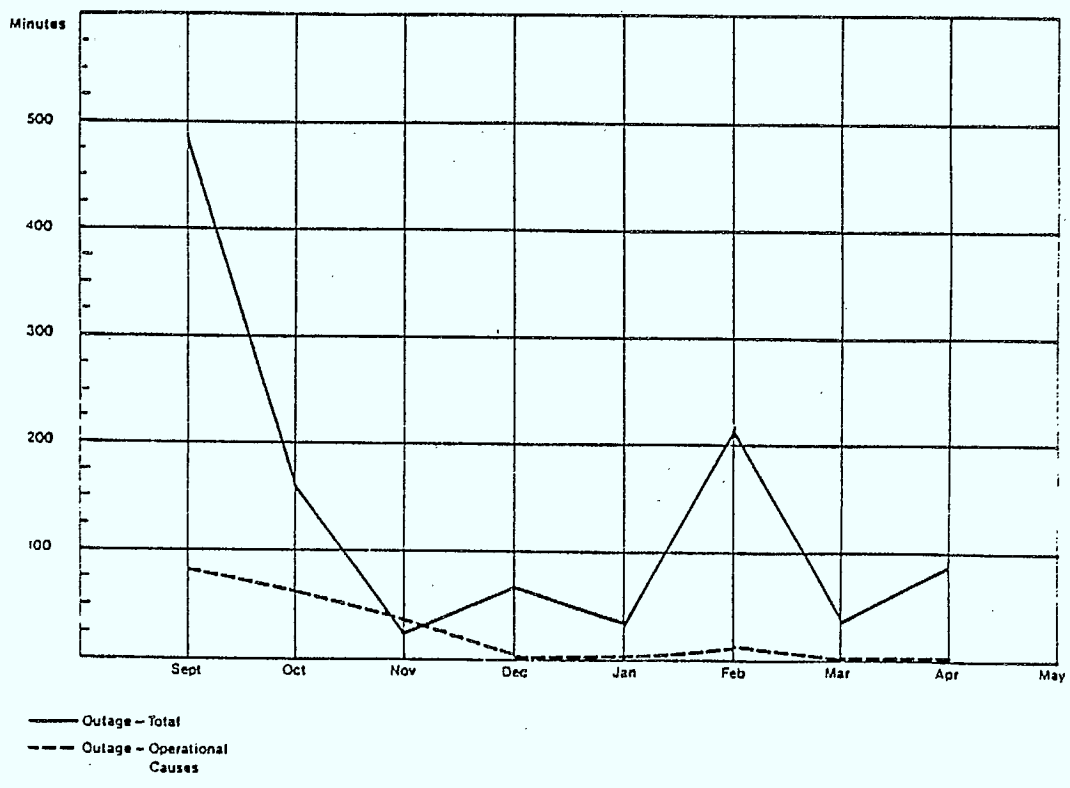
Scheduled potential operating time: 592.25 hrs.

Total outage time: 18.1 hours or 3.05%

Inukshuk related: 4.18 hours or 0.70%

CRC related: 13.93 hours or 2.35%

The following graph provides an indication of time lost during the learning phase relative to lost time for all causes.



Baker Lake

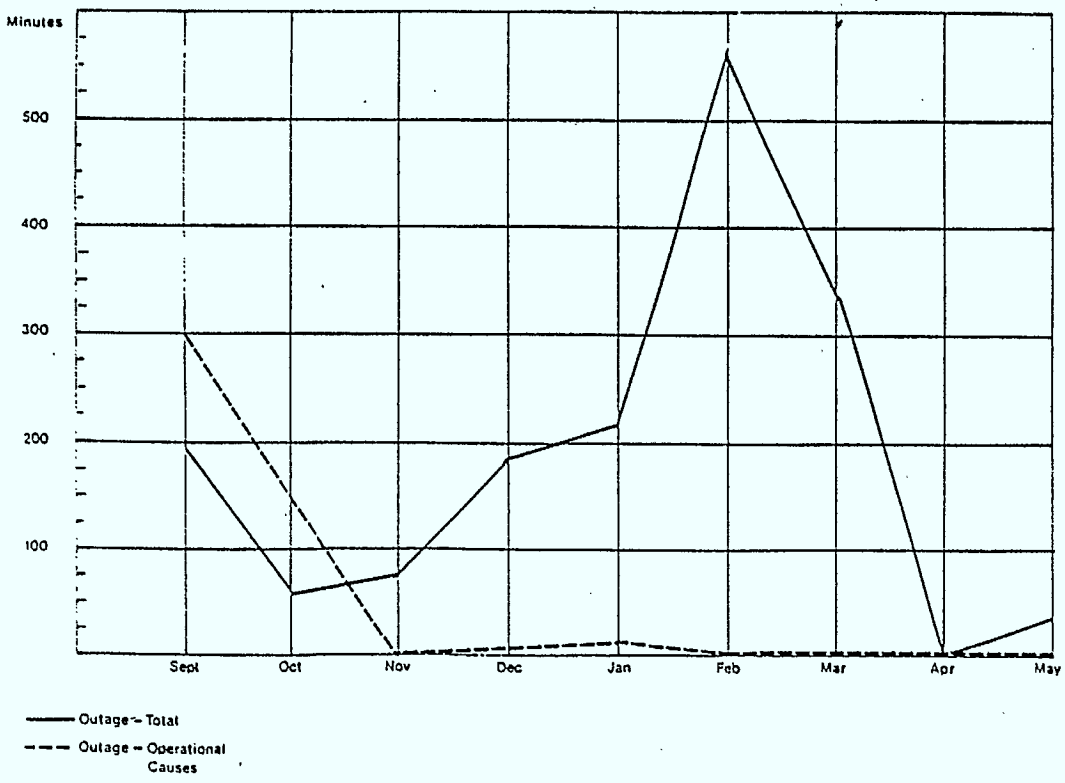
Scheduled potential operating time: 592.25 hrs.

Total outage time: 28.77 hours or 4.85%

Inukshuk related: 9.88 hours or 1.67%

CRC related: 18.88 hours or 3.18%

Baker's overall total outage curve was specifically affected by a problem beginning late in February and not solved until May 6, 1981. During that period Baker Lake could receive but could only transmit through the satellite phone.



Pond Inlet

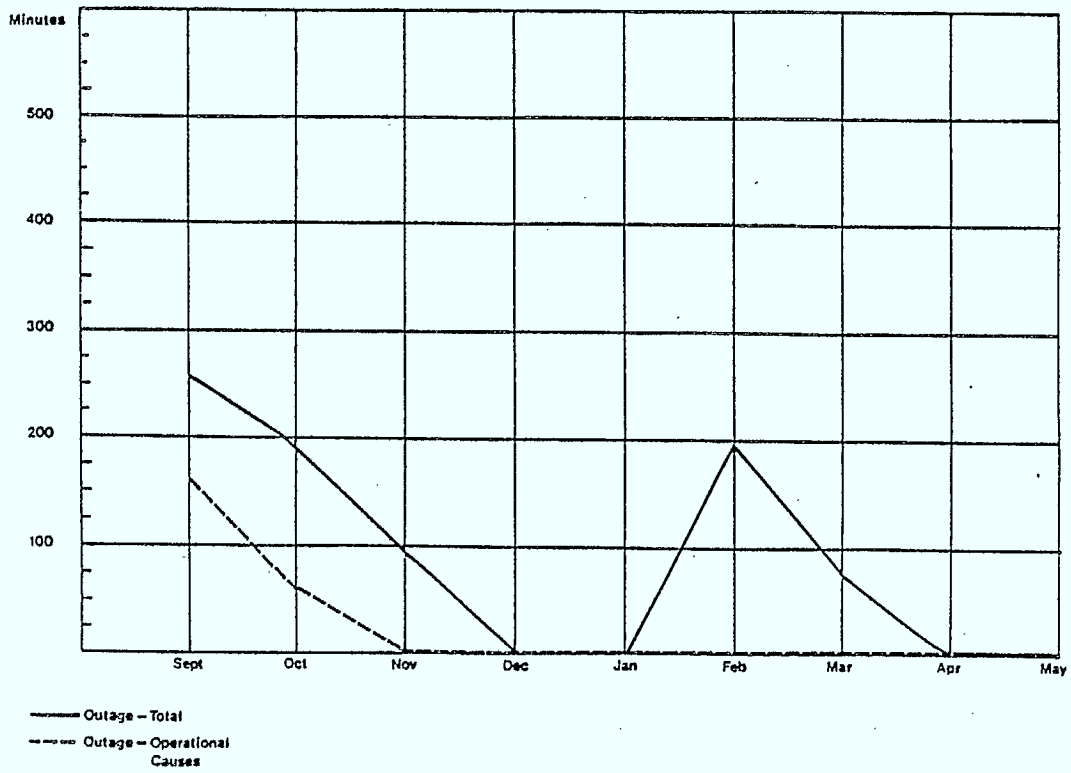
Scheduled potential operating time: 592.25 hrs.

Total outage time: 13.5 hours or 0.02%

Inukshuk related: 4.25 hours or 0.001%

CRC related: 9.25 hours or 0.019%

Pond Inlet's curve is distorted only by the February 9 incident. Otherwise, downtimes were not significant after the initial break in period.



Igloolik

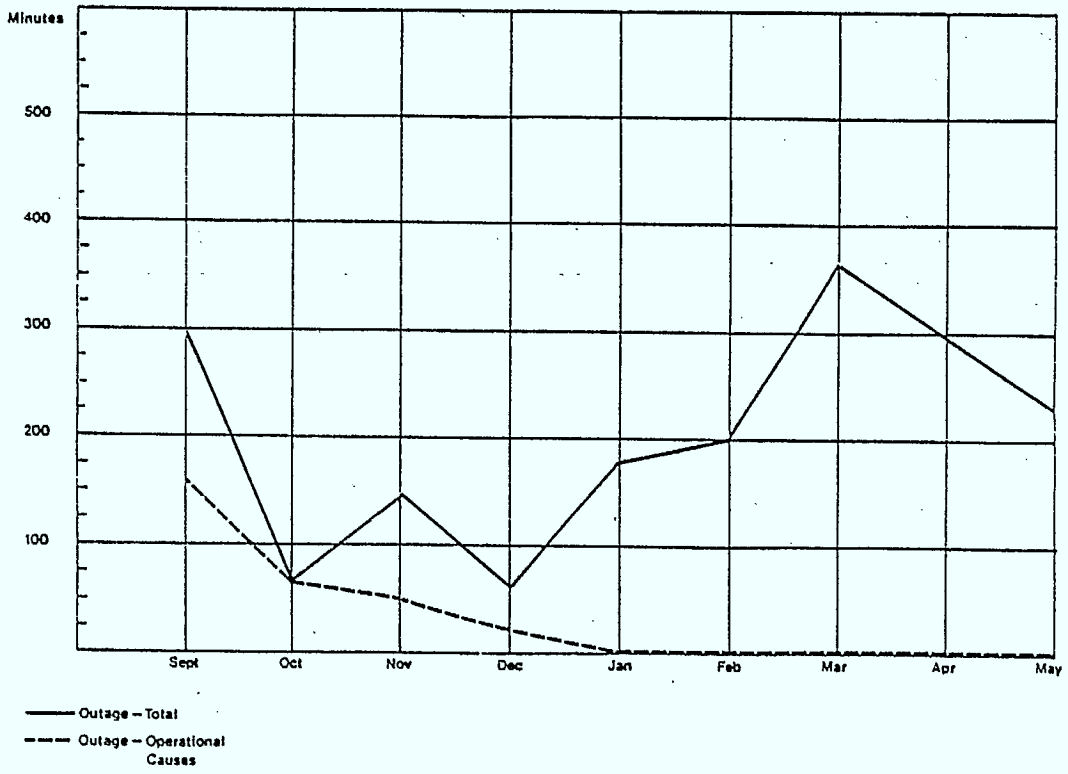
Scheduled potential operating time: 592.25 hrs.

Total outage time: 25.95 hours or 4.38%

Inukshuk related: 8.02 hours or 1.36%

CRC related: 17.93 hours or 3.02%

The majority of Igloolik's problems occurred with the satellite equipment late in the project. A complicating factor extending lost time was the difficulty in shipping replacements in and out.



Eskimo Point

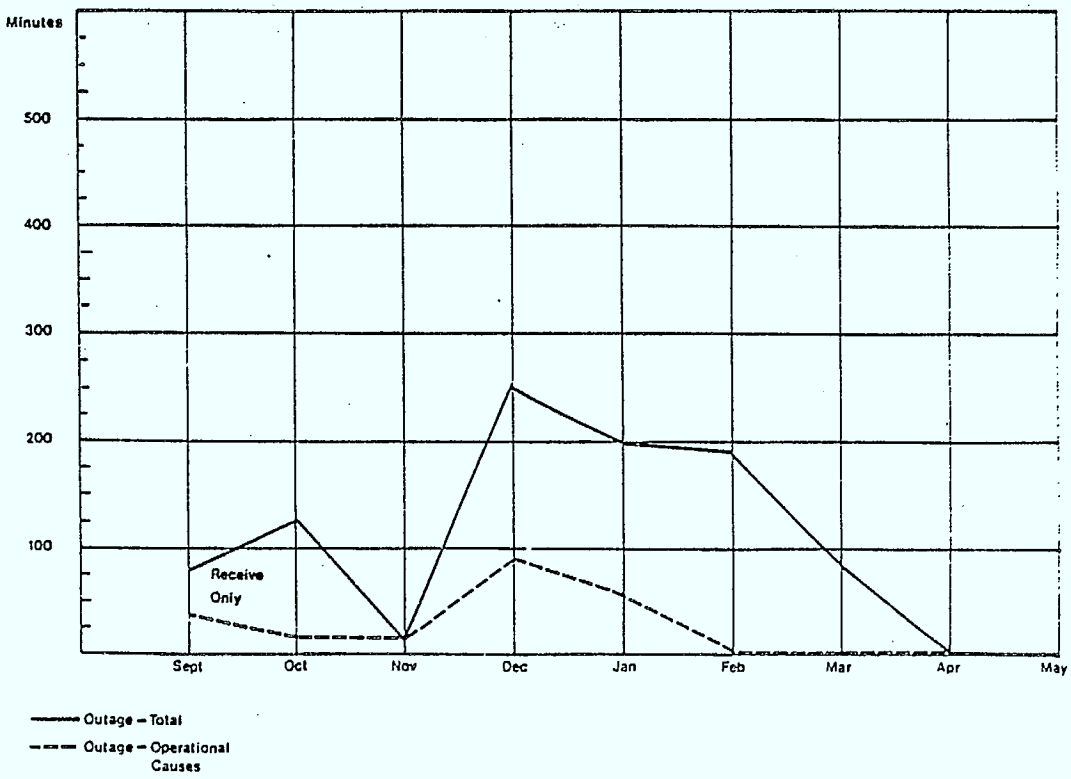
Scheduled potential operating time: 592.25 hrs.

Total outage time: 15.5 hours or 2.6%

Inukshuk related: 6.16 hours or 1.0%

CRC related: 9.38 hours or 1.6%

Eskimo Point's learning curve is interesting from the point of view that it supports other recorded data. As one coordinator moved to the position of film producer a new person was trained in satellite uplink responsibilities, became proficient, and no further time was lost in this area.



Cambridge Bay

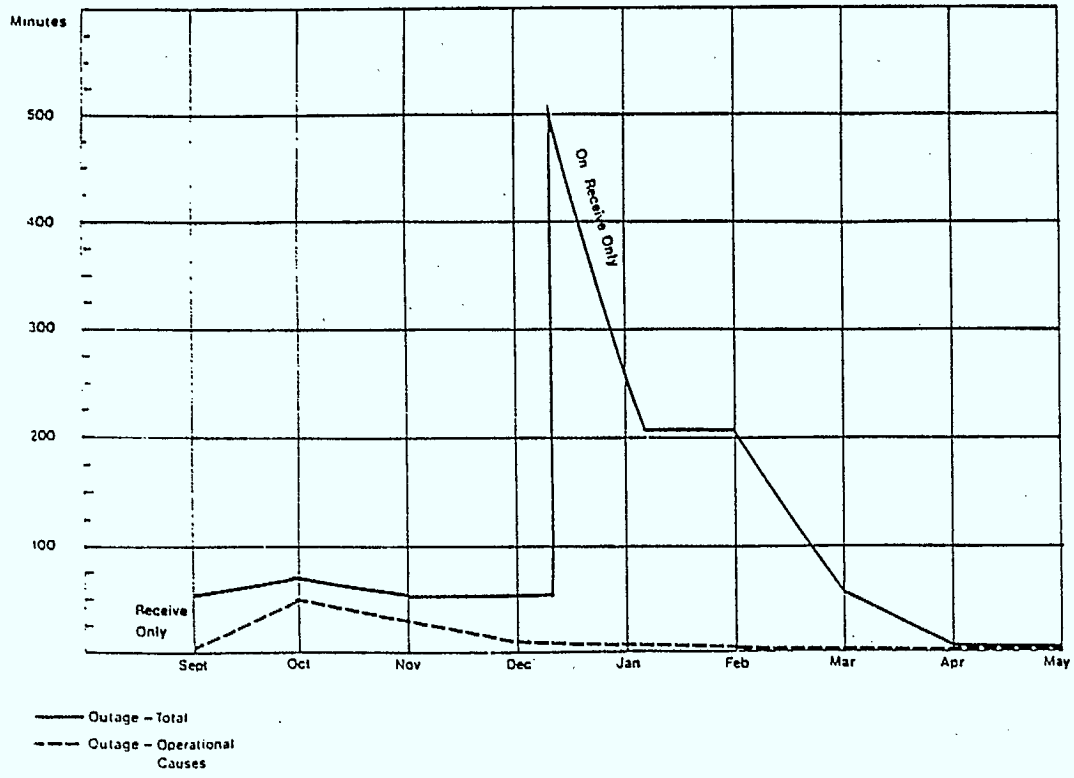
Scheduled potential operating time: 592.25 hrs.

Total outage time: 15.65 hours or 2.6%

Inukshuk related: 7.83 hours or 1.3%

CRC related: 7.82 hours or 1.3%

Cambridge Bay is distorted in its total time loss curve by the temperature equipment problem mentioned earlier in this report. The learning curve is, however, supportive of all other data.



Summary

Technically and operationally the Inukshuk project must be considered an unqualified success. It met all criteria set at the beginning and achieved all its objectives in this respect.

Frobisher Bay and Baker Lake production centres were established and now continue as focal feed points for the newly established Inuit Broadcasting Corporation.

Concerns of power fluctuation and shifting of receive antennas proved to be largely unfounded except in the locations where video editing must be done. At these points a constant voltage and stable frequency must be maintained.

Expediting and assembly in the Arctic presents unique problems but nothing that cannot be effectively countered with pre-planning. While the precise type, make and models of equipment utilized by Inukshuk may or may not be that utilized by others, the nature of the problems we encountered such as hanging cable in the communities, finding suitable antenna structures and avoiding various forms of interference will still have a high degree of relevancy to other projects as well.

Although it may have seemed to those on site that we suffered a great deal of technical outage time and much frustration, in actual fact, relatively little total outage time was recorded. This is consistent with the high rate of accomplishment of the project. Credit for the high accomplishment must go to the people involved on a daily basis; their desire to make it happen overcame many minor technical inconveniences.

PART IV.: VIDEOTAPE DISTRIBUTION SYSTEM

We need information, masses of it. We need it in our own language. . .We need to have that information spread throughout our communities. . .This has to happen fast. If it doesn't we will vanish as a people.

Peter Inukpuk
Inukjuak
The Northerners
(1974:112)

The other thing that I would like to point out has been touched on by the previous speakers and I shall call it the introduction of the western society to the Inuit. There are plenty of materials, books, pamphlets, even movies and that talk about Inuit and how they eat, how they talk together, what they think in general, what their habits are and in general their whole life has been documented by the southern society and nowhere is there anything in Inuktitut that can be understood by my parents on the western world, what the southern person thinks, what his habits are and what kind of entertainment he has, what kind of history he has and how he brings up his children.

Ms. Puby Apngna'naac
CRTC Hearings
Baker Lake
February 28, 1980.

1.0 VIDEOTAPE DISTRIBUTION SYSTEM

Planning and operation of the videotape distribution system included providing playback equipment, selecting and duplicating tapes, and initiating methods to publicize and distribute programmes.

1.1 Playback Equipment

Inukshuk selected .75 inch colour equipment for the distribution system because this format was established in Keewatin schools and the Labrador communities, and in nursing stations across the North. During the Project, a commercial video club in Frobisher Bay began renting .5 inch tapes to communities throughout the NWT. This stimulated an influx of home units in the .5 inch mode in many communities. The fact that Inukshuk tapes were incompatible with the video club system disappointed some Inuit, but re-enforced community viewing of Inuktitut programmes.

All communities in the Project area were offered a cost-shared video playback unit. A unit was donated to Gjoa Haven because they wanted to participate, but could not afford to cost-share equipment. Eight other communities contributed $1,500 to the $3,000 cost of the units. During the Project, Inukshuk playback equipment was located in the following communities:

Baffin	Central Arctic
Frobisher Bay, Inukshuk Studio	Cambridge Bay
Pond Inlet	Coppermine

Igloolik

Cape Dorset

Clyde River

Broughton Island

Sanikiluaq

Lake Harbour

Pelly Bay

Spence Bay

Gjoa Haven

Keewatin

Baker Lake

Eskimo Point

Summary & Conclusions

Inukshuk playback equipment in the .75 inch mode is located in 6 ground station and 9 other communities.

1.2 Equipment Operation

Written operating instructions for the playback equipment were mailed with the equipment. In addition, the Keewatin Regional Production Centre produced a videotape in Inuktitut on the operation and care of the playback units which was mailed to each community in February, 1980. Equipment presented no operational or breakdown problems during the Project.

Summary & Conclusions

Playback equipment was accompanied by written and videotape instructions for operation and care. Equipment presented no operational or breakdown problems during the Project.

1.3 Programme Selection

Initial material for the distribution system was gathered from commercial sources, organizations, and agencies, as well as requested programmes. Inukshuk contacted numerous film and videotape distributors in Canada and the United States for catalogues. Many organizations were contacted for suggestions of possible material and the Project staff held meetings with the GNWT Department of Education, University of Regina, NWT Co-operatives, and other agencies interested in providing information to Inuit. Inukshuk arranged to distribute Nunatsiakmiut, PIC-TV, and Taqramiut Nipingat Inc (TNI) videotapes. In addition, the Project requested a print of Flaherty's Nanook of the North, which was subsequently donated by the trustees and advisors of International Film Seminars, Inc.

Films and videotapes were selected for distribution through group screening in Ottawa or Baker Lake, or on the basis of critical comments by Inuit resource people. No programme committee was established due to the difficulty of co-ordinating the viewing of videotapes.

Throughout the Project, Inukshuk continued to add to the collection as films came to their attention from companies and agencies, Inuit production centres, and local requests. Sanikiluaq donated a .5 inch black-and-white tape on throat singing, requesting that it be made available to the communities.

Summary & Conclusions

Material for the videotape distribution system was gathered from distributor catalogues, organizations, agencies, Inuit production centres, and community requests. Films and videotapes

were selected on the basis of group and individual screening sessions.

1.4 Duplication of Videotapes

Inukshuk arranged with the Ontario Educational Communications Authority, (OECA), to duplicate 10 copies of each programme. A set rate was established for dubbing charges: 30-minute tapes were duplicated for $7.10 each; 60-minute tapes for $9.70. This is considerably less than commercial firms charge for duplication.

A problem involving tape duplication occurred early in the distribution programme. In November 1979, Inukshuk requested that OECA re-do their entire videtpape cassette order of 400 tapes. This was necessary because OECA had dubbed the order on 3M videocassettes, some of which were faulty and jammed the community playback units. It was impossible to isolate the faulty tapes from the undamaged ones. OECA agreed to re-do the entire order on Sony tape and the 3M Company apologized to Inukshuk for this inconvenience. Prompt action by Inukshuk and OECA meant that only two weeks of distribution time was lost between the time the communities were asked to return the faulty tapes and when Sony tapes arrived in the communities.

Summary & Conclusions

Inukshuk arranged with the Ontario Educational Communication Authority to duplicate 10 copies of each programme for the distribution system. The early programme met with a problem involving faulty videotapes, but the overall duplication system was effective.

1.5 Versioning

Early in the Project, two communities requested that Inukshuk translate videotapes on the Berger Inquiry and the Legal Aid drama into Inuktitut. DINA agreed to version the tapes, but limited interpreters and the difficulty of the task meant that they were not completed during the Project time period.

Project staff discussed translation possibilities with the NFB and OECA. Both noted the complication and expense, and no system was developed to version the English and French videotapes in Inuktitut for distribution. Three community surveys indicate that the majority of Inuit do not mind the distribution of English-language films along with Inuktitut programmes. In Gjoa Haven, 94.8% of 19 adult respondents wanted ITC to distribute English-language tapes and none rejected the idea. In Lake Harbour, 52.5% of 40 adult respondents suggested ITC distribute English language tapes, but 30% felt the system should include only Inuktitut programmes. In Broughton Island, 86.8% of 61 respondents felt ITC should include English videotapes; 13.1% felt the system should provide only Inuktitut programmes.

Summary and Conclusions

No soild system developed to translate English of French programmes into Inuktitut for distribution. Two community surveys indicate that the majority of Inuit did not mind the distribution of English language tapes along with Inuktitut programmes.

Recommendations

That, as recommended elsewhere in the Report, Northern

broadcasting agencies such as IBC and CBC work toward developing Inuit expertise in versioning films and establishing an on-going method to provide Inuktitut versions of English and French programmes.

1.6 Inukshuk Catalogue

In Spring 1980, copies of an Inukshuk videotape Catalogue listing 50 titles were mailed to all 15 participating communities. The copies were available in the Post Office in every community except Igloolik, where the Community Co-ordinator requested that they be mailed directly to individual homes using the DINA Inuktitut mailing list. The Catalogues included a covering letter which stated the name of the local contact person who arranged screenings and handled videotape requests.

Community surveys conducted in Gjoa Haven, Lake Harbour, and Broughton Island, indicate that few Inukshuk catalogues reached Inuit homes in these communities, but also that the great majority of respondents knew about the playback equipment, and over 50% had attended screenings. In 40 of 43 households in Lake Harbour, 80% of the adult respondents had not seen the Catalogue and 95% did not have one in the house. However, 52.5% had seen videotapes on the playback unit and 2.5% has requested videotapes for screening. In Gjoa Haven, 19 of approximately 60 households were surveyed. Seventy-nine per cent of the adult respondents had not seen the Catalogue and 94.8% did not have one in the house. But 94.8% of the respondents had viewed tapes on the playback unit, and 10.5% had requested and seen specific programmes. In Broughton Island, 61 of approximately 64

households were surveyed. Only 19.6% of adult respondents had seen Inukshuk Catalogues, and 11.4% had copies in the house. However, 67.2% had viewed videotapes and 3.2% had requested specific programmes.

These limited surveys indicate both the difficulty of diffusing written information in smaller Northern communities, and the effectiveness of word-of-mouth communication. Mailing material is particularly difficult because small community post offices do not have individual boxes. Mailing list distribution might be more effective than general mailing. Several Inuit in Lake Harbour suggested that a staff member visiting the settlement early in the Project would have increased Catalogue distribution and use of the playback unit. In many of the communities, the Community Co-ordinator or the contact person performed this role.

By the end of May 1981, Inukshuk had acquired 107 titles for the distribution system. An up-dated Catalogue was prepared but translation was not completed during the Project period. A list of videotapes distributed during the Project appears in the Appendix.

Summary & Conclusions

Inukshuk printed and distributed a Catalogue containing 50 programme titles through a general mailing to participating communities. Surveys in 3 communities indicate that few households actually received the Catalogues, but the great majority of adult respondents knew about the playback unit and over 50% of respondents in each community had attended

screenings.

Recommendations

That Catalogue distribution be done by mailing list or personal contact.

1.7 Distribution System

Inukshuk videotape distribution began in late 1979, before the Catalogue of videotapes was available to the communities. Each community identified a contact person to receive and return videotapes, arrange local screenings, and process requests. Tapes were sent from and returned to the Ottawa office in packages of two to five programmes. In Ottawa, arrangements were handles by the VTR Librarian/Secretary. Tapes were available to the communities for an indefinite period to allow maximum viewing. The normal screening time was about two weeks, but return dates were irregular, particularly in the summer months and toward the end of the Project. In Lake Harbour, the Inukshuk contact person moved to Cape Dorset. As a result, there were 27 reels of videotape (about 20 programmes) in the Community Council Office in February 1981. Inukshuk had ample copies of each tape and did not need to regulate distribution time during the Project.

A different distribution system was proposed for Labrador. ITC and the Labrador Inuit Association (LIA) requested that Memorial University act as distributing agent for Inukshuk tapes in Labrador. Inukshuk planned to give one copy of each tape in the Catalogue to Memorial University to distribute upon request, a system they use for regional distribution of their own tape

collection. In the interim, Inukshuk sent videotapes directly to the LIA. The arrangement with Memorial University was never solidified during the Project and Inukshuk continued to distribute tapes in Labrador through LIA.

Videotapes were sent to TNI for distribution to Inuit communities in Northern Quebec. By the end of the Project, Inukshuk was circulating 10 copies of 107 different programme titles (117 videotapes). Distribution records show that the 15 participating communities received the following number of videotapes:

Cape Dorset	79	Lake Harbour	78	
Clyde River	74	Pond Inlet	67	
Eskimo Point	48	Baker Lake	117	(Production Centre)
Igloolik	103	Cambridge Bay	95	
Gjoa Haven	103	Broughton Island	82	
Pelly Bay	105	Coppermine	113	
Sanikiluaq	102	Frobisher Bay	117	(Inukshuk Studio)
Spence Bay	75			

In addition, 26 videotapes were sent to Pangnirtung after a request from a contact person.

Several Inukshuk programmes were films or longer programmes which required two videotapes. The system distributed slightly fewer programmes than actual tapes. The communities received an average of 90 videotapes during the Project. Copies of all programme titles were mailed to Baker Lake and Frobisher Bay for the Inukshuk production facilities there. Community Co-ordinators in the ground station communities received the majority of tapes they requested. Cambridge Bay and Eskimo Point were primarily interested in receiving copies of tapes which their communities had produced. Communities like Igloolik, Gjoa

Haven, Spence Bay, and Sanikiluaq, were highly enthusiastic about the system, and this is reflected in the distribution figures. Upon completion of the Project, Inukshuk asked that all videotapes be returned to the Ottawa office to await future plans for the system.

Through the Project, extensive research was done to facilitate long-term distribution through established agencies, including NFB, CBC, OECA, and GNWT Department of Education. The NFB emerged as the only agency organized to handle northern distribution. However, the Project was unable to interest any organization in taking over the distribution system. The Igloolik Co-ordinator requested that copies of all 107 titles be sent to that community. Other Community Co-ordinators will select programmes from the up-dated Catalogue, and one copy of 30 titles will be kept in the ITC library in Ottawa.

Summary & Conclusions

Videotape distribution in the 15 NWT communities was organized through the Ottawa office and a contact person in each community. Tapes were sent to LIA for distribution among Labrador Inuit communities, and to TNI for circulation in Northern Quebec. By the end of the Project, Inukshuk was circulating 10 copies each of 107 different programmes. Each community received an average of 90 videotapes during the Project. Inukshuk has been unable to establish a long-term distribution system through any agency, and the future of the present system is unclear.

Recommendations

That given increased community interest in local access and playback, media agencies operating in the North work toward establishing an on-going videotape distribution system.

1.8 Community Screenings

Community screenings were difficult to document without consistent fieldwork reports. During 1980 and 1981, questionnaires were sent to contact, people in the 15 NWT communities to gather information about the system. Spence Bay, Gjoa Haven, Sanikiluaq, and Broughton Island responded, but information was indefinite and limited. Contact people in 4 communities were questionned in 1980 ansd 1981 by telephone, and towards the end of the Project surveys were conducted in 3 of the smaller communities with no broadcast television in an effort to understand how the system operated on the community level, as well as Inuit response to programming. This limited information indicates that the use of the system varied considerably from community to community. Among Inuit who screened videotapes, however, response to the system and its programming was highly positive.

1.8.1 Cambridge Bay: receives CBC and Inukshuk

Screening began in 1979 and was held once a week until summer when people began travelling and camping. Screenings were organized by the Community Co-ordinator, who advertised them through posters on bulletin boards. Forty-five tapes were shown to an average of 10 to 15 Inuit, largely adults. In Cambridge Bay, English-language tapes were popular and response to the screenings was positive. When the ANIK-B network began in

October 1980, broadcast programmes replaced the videotape screenings.

1.8.2 Eskimo Point: receives CBC and Inukshuk

In the winter of 1979, the Regional Co-ordinator living in Eskimo Point organized screenings for the community on an irregular basis. Community-wide sessions were not held because the Community Hall was being renovated, but people responded well to the smaller screenings and were particularly enthusiastic about seeing programmes made in Eskimo Point. In addition, members of the community requested that Inukshuk's Legal Aid drama be translated into Inuktitut. When ANIK-B programming began in 1980, Eskimo Point was particularly active in live broadcasts and in providing taped material.

1.8.3 Sanikiluaq

Screenings began in 1979 and were initially held in the Community Hall. Because of the size of the monitor screen, the unit was moved to the Hamlet Office for later screenings. The respondent estimated that before the community received CBC television about 30% of the community attended screenings, at which all the tapes received have been shown. With the introduction of CBC, Inukshuk videotapes were played on the channel daily prior to the broadcast schedule. This meant that everyone with a TV set had access to the tapes and the respondent estimated that 100% of the community had viewed them. He noted that "some people think (the tapes) useful. Some don't care." and that he would wait to see the interest of the community before ordering more tapes.

1.8.4 Spence Bay: receives CBC

Screenings began in 1979 and were held at the Settlement Office. People were highly enthusiastic and, according to the completed questionnaire, informal screenings were held almost every week day. An estimated 300 Inuit had viewed programmes by January, 1981. As further indication of the system's use, the Spence Bay Ladies' Group requested a number of videotapes through Inukshuk, a selection of which were provided to the community.

1.8.5 Gjoa Haven: no broadcast television

In May 1981, adults in 19 households were surveyed in Gjoa Haven, a community of approximately 460 people which is scheduled to receive CBC broadcast television in 1981 or 1982. None of the respondents had home videotape units in their households, and the survey indicated a high-level use of the Inukshuk videotape system. Among the respondents, 94.8% had viewed Inukshuk tapes and knew that the Inukshuk unit was located in the Adult Education Building where Adult Education or the Community Council was in charge of screenings. Among the 94.8% who attended screenings, 77.7% had seen 3 or more programmes and the same number had seen the tapes more than once. While 55.5% had no programme preference, 22.2% prefereed programmes on Inuit culture. Movies and documentaries of all kinds were mentioned by 21.1% of the respondents. According to 73.8% of those questioned, the playback unit is best located in the Adult Education Building or the Council Office where 73.6% feel screenings should be available to both individuals and groups, and 89.6% suggest evenings are most convenient for screenings. Among the respondents, 52.8% stated that the Inukshuk videotapes

were important to them and 5.2% commented that they were particularly important to older Inuit. These data and discussions with the Gjoa Haven contact person suggest that Inuit in the community had broad access to the playback unit, which was used often for well-attended videotape screenings.

1.8.6 Lake Harbour: no broadcast television

In February 1981, adults in 40 of 43 Inuit households were surveyed in Lake Harbour, a community which is scheduled to receive CBC broadcast television in the Fall of 1981. Lake Harbour is a community of just under 300 people which is located some 90 miles from Frobisher Bay. During the same period in which Inukshuk established the videotape distribution system, a video club in Frobisher began selling home playback units and renting videotapes through a contact person in the community. At the time of the survey, 30% of Inuit homes had a home unit purchased through the club or the Hudson's Bay Company, and the distribution of the club tapes had been taken over by the Recreation Committee, which ordered an average of 35 to 40 tapes each month. Home viewing was so popular that in January, the Hudson's Bay Company purchased 15 videotapes to rent and the Recreation Committee dropped one of 3 film screenings they sponsored each week. Given this context and the fact that the Inukshuk contact person moved to Cape Dorset in the summer of 1980, the role of the playback unit was unclear to many Inuit. While 70% of the respondents knew Lake Harbour had an Inukshuk playback unit, only 50% knew it was in the Council Office and 62.5% did not know who was in charge of it. Among those

questioned, 52.5% had viewed tapes on the unit and 22.5% had seen 5 or more programmes through screenings in the Council Office, Community Hall, or private homes. These screenings meant that 23.8% saw repeated programmes. While 61.9% had no programme preference, 20% preferred programmes about Inuit on the Land.

Respondents had differing opinions as to the best place for a playback unit in Lake Harbour; 20% suggested the Community Hall, 7.5% the Council Office, but 32.5% thought it should be available for home use, and 40% did not know where it should be located. Among the respondents, 45% felt tapes should be made available for both group and individual screenings, and 77.5% thought evenings were the most convenient time for viewing tapes. Only 25% said that Inukshuk videotapes were important to them, but 37.5% felt they would be if there were broader access.

These data and discussion with community residents indicate that the playback unit in Lake Harbour was used largely for Council and Committee screenings. Four committees screened tapes on the unit and at least one session was held at the school for the children. In addition to two or 3 poorly-attended sessions at the Community Hall, 3 councillors took the equipment home to view tapes. Residents became very aware of the Inukshuk distribution system during the survey and a new contact person intended to schedule public screenings for the community.

1.8.7 Broughton Island: no broadcast television

In May 1981, adults in 61 of approximately 64 households were surveyed in Broughton Island, a community of approximately 329 which is scheduled to receive CBC television this Fall.

Begun in 1979, screenings in Broughton Island followed no set pattern, but ocurred as often as four times a week and included an estimated 40 Inuit each week. In 1980, the playback unit had to be moved from the Hamlet Office for a time because requests for screenings interrupted the work schedule. During the same period, 25 households obtained home playback units, 21 of which were Inuit. The videotape distribution club in Frobisher Bay currently supplies the Hamlet with 24 half-inch tapes each month. However, Inuit have remained highly interested in viewing Inukshuk videotapes. Among the respondents, 91.8% knew that Broughton Island had a playback unit; 76.7% knew that it was located in the Community Complex, and 64.2% noted that Hamlet staff were in charge of it. Among the 67.2% who had viewed videotapes, 48.2% had seen more than one tape and 21.4% screened more than 5. Two respondents had seen between 10 and 20 Inukshuk videotapes, and 29.2% of the respondents had watched tapes more than once, 3 of whom had seen some tapes 5 times. Although 46.4% of those who viewed videotapes had no programme preference, 50% preferred Inuktitut programmes and those about traditional Inuit lifestyle. Four respondents preferred programmes on local communities, others noted educational programming, Nanook Taxi and the videotape on Greenlanders.

According to 72.1% of those questioned, the playback unit is best located in the Hamlet Office (Community Complex); 34.4% feel it should be available to groups, 59% feel tapes should be shown to both individuals and groups. Respondents suggested both afternoon (52.4%) and evening (39.3%) screening sessions and

noted Saturdays and Tuesdays as particularly appropriate.

In Broughton Island, 49.1% of the respondents stated that the Inukshuk videotapes were important to them; 42.6% did not answer the question or were unsure of their importance. The Hamlet Council feels the system has become even more important to the community with the advent of broadcast television. The community plans to broadcast tapes locally on a blank channel and, in preparation for this, the Council has ordered a video camera to produce local educational programming. Broughton Island's interest in local broadcasting has been strongly re-enforced through the distribution of Inuktitut videotapes.

1.8.8 Labrador

In Labrador, Inuit use of an Inukshuk videotape re-enforces the potential of videotape distribution for that region. Inukshuk gave a member of Memorial University's Extension staff a videotape on uranium mining for distribution among communities which would be affected by a Brinex mining proposal. Memorial, the LIA, and the Labrador Advisory Council were able to show and discuss the tape extensively prior to the Brinex Enquiry. The tape was broken down into modules and used as the basis for discussion groups led by the LIA Communications fieldworker and others. Individual Inuit presented informed briefs at the Enquiry on the basis of information discussed after viewing the videotape.

Summary & Conclusions

Limited information from 6 communities indicates that use of the videotape distribution system varied considerably from

community to community. There is some indication that the system was used most in the communities without broadcast television or ANIK-B programming, but several communities which receive CBC were particularly enthusiastic about the system. Information suggests that videotape screening dropped off in the ANIK-B communities once programming began, and that it may be less popular in communities with a high number of home playback units. Among Inuit who screened videotapes, response to programming was highly positive, especially to programmes about traditional Inuit lifestyle.

4.9 Videotape Requests and Screenings

As the Inukshuk Project became known, a variety of organizations asked to borrow or but videotapes for outside screening. About 30 videotapes from the Inukshuk collection were screened in Nuuk, Greenland, during the Inuit Circumpolar Conference held there in July, 1980. ITC hosted a screening of Inukshuk videotapes for about 150 people at the Museum of Man in Ottawa on March 21, 1980. "Nunatsiaq the Good Land" was translated into Japanese and screened for the Ainu of Northern Japan.

Videotapes were borrowed by Northern Health Service, Department of National Health and Welfare (Edmonton), Martha Stewart Communications Inc. (New York) for airing at Video Roma 80 in Rome, Italy, the Bruce Grey Separate School Board (Hanover, Ontario) and the CRTC.

In addition, 4 groups have purchased videotapes at $60 each for 60-minute tapes, $40 each for 30-minute tapes. Videotapes

were purchased by GREC High School, Frobisher Bay (18), Kittilik Public School, Eskimo Point (3), Vancouver Art Gallery (6), and the Academy for Educational Development, Washington, D. C. (1).

Six other organizations requested information on Inukshuk videotapes, including KOTZ-AM in Kotzebue, Alaska, and the Conference on Visual Anthropology, Temple University, Philadelphia.

Finally, the Educational Cable Consortium in Grande Prairie, Alberta, asked for copies of Inukshuk programmes for broadcast on their cable channel. This led ITC to establish a policy that Inukshuk programming would be made available for broadcast to Inuit communities, at no charge. Broadcasting rights will be sold to broadcasters or cable companies not serving Inuit communities.

Summary & Conclusions

Eleven organizations borrowed or bought videotapes through the Inukshuk Project and another seven enquired about doing so. Given the time frame, this indicates important non-Inuit interest in Inukshuk videotapes and the potential of outside distribution.

PART V: ANALYSIS OF ANIK-B PROGRAMMING

Under the mandate of the National Film Act, the NFB has produced over the years hundreds of motion pictures, film loops, slide sets, and still photo exhibits about the Canadian North, its peoples, and their activities. These materials are distributed throughout Canada and the world by the NFB.

There are 99 films listed in the NFB's catalogue about native people. Of these, 19 involved the creative participation of native people in their production with 7 titles involving a native writer, director, or co-producer. These films constitute approximately 6.6% of the titles available in the English catalogue and 5% of the titles in the French catalogue. Roughly half of these films have been financed by sponsors.

Some Thoughts on Broadcasting by the National Film Board Canada, March 1980: 1

1.1 Background

The Inukshuk Project grew from the fact that only thirty minutes of television programming a week is provided in the Inuit language by the CBC. The predominant content of television programming reflects national and international issues "designed with the southern Canadian population in mind" (Inukshuk Project). Consequently strong efforts were made to devise programming that performed a role analagous to that of CBC programming, but designed with the Canadian Inuit population in mind.

1.2 Method of Analysis

The availability of computer facilities permitted a particularly thorough examination of broadcasting data. Working from the log sheets kept by the production staff in Frobisher Bay, data were coded and submitted to the "Statistical Package for the Social Sciences", a statistical analysis programme residing on Concordia University's CDC 'Cyber' computer system.

In an effort to provide as much information with as little overflow of output as possible, the data from the log sheets were structured by the analyst into "cases" and "variables". An understanding of the results of the analysis requires that these terms be discussed in somewhat more detail. The basic references for the procedures were in the "SPSS Manual" (1975), and where necessary Concordia University's "Computer Centre Handbook 10, 'SPSS'" (1980). A case is defined by the SPSS Manual as

> the basic unit of analysis for which measurements have been obtained. In social science research, a case is often an individual respondent in a sample survey or a subject in an experiment; HOWEVER, A CASE MAY BE A LARGER UNIT, SUCH AS A

> CITY, NATION, OR INSTITUTION. OCCASIONALLY, A CASE IS A MORE ABSTRACT UNIT, SUCH AS AN EXPERIMENTAL CONDITION OR A TIME TRIAL.
>
> Each unit or case is composed of values for one or more measurements that have been taken. These measurements are termed VARIABLES and each case within a study will have one value for each of the variables. In a hypothetical survey study, the case of John Doe might contain his sex, race, income, level of education, and party preference. For this study then, the case of every other respondent interviewed would contain the same variables, i. e. sex, race, income, level of education, and party preference. Furthermore, the order of the variables within each case must be the same (op. cit.:21).

The information in the log lent itself to case analysis since it had been recorded with some type of later analysis in mind. It should be noted beforehand that the log consisted of two units. The first of these were what we may call the log sheets. These contained information about broadcasts under the headings of DATE, TIME, PROGRAMME TITLE, DESCRIPTION, PRODUCER, and MODE. Further information was contained in rundown sheets for most of the programmes, BY DATE.

Since information about each programme was separately available, the analyst decided to treat each programme, or more accurately each programme segment, as a case. The fourteen previously-mentioned key variables therefore refer to each case or programme segment. They are

PROGRAMME;

SEGMENT NUMBER;

DAY OF THE MONTH OF BROADCAST;

MONTH OF BROADCAST;

LENGTH OF PROGRAMME IN MINUTES;

CATEGORY OF PROGRAMME

MODE OF PROGRAMME PRESENTATION

NAME OF PROGRAMME;

ORIGINATOR OF PROGRAMME;

PRODUCER OF PROGRAMME;

TOPIC OF PROGRAMME;

TARGET AUDIENCE;

NUMBER OF PARTICIPATING COMMUNITIES;

NAMES OF PARTICIPATING COMMUNITIES;

AMOUNT OF DISCUSSION AND FEEDBACK.

These are described individually.

1.2.1. Cases

As previously indicated the classification of the data into cases was accomplished through data coding procedures available in the SPSS computer package.

1.2.2. Programme Segment

Each programme segment was defined as one showing of one programme. A second showing of a given programme would consequently be considered another programme segment. Each programme segment was therefore unique, although several programme segments might consist of showings of the same material (eg. videotapes). In practice this occurred frequently. These programme segments constituted the cases.

1.2.3. Variables

Each case consisted of fourteen variables. The variables contained information about that particular programme segment, drawn from the log sheets and the rundown sheets. In some cases information on the log sheets contradicted that on the rundown sheets. The programme coordinator informed the analyst that in

such cases precedence should be given to the information on the log sheets. Indeed, there were several cases for which no rundown sheets were kept although the log clearly indicated a broadcast on that date. Drawing from both sources a data file of cases was constructed with the following variables.

1.2.3.1. Broadnum

Each day on which there was a broadcast was given a sequential number. This was purely a convenience measure for the purpose of referring to broadcasts. Programme segments of each broadcast day had the same broadcast number.

1.2.3.2. Day

Each programe segment was given the number of the day of the month. All the segments of a particular day had the same day number.

1.2.3.3. Month

The month of broadcast of each programme segment was inscribed after the DAY. This followed the convention of numbering months by January=1, February=2, etc.. Since the Project ran from September, 1980 to May, 1981, or from month 9 to month 5, there was no ambiguity about which month was being referred to.

1.2.3.4. Length

The length in minutes of each programme segment was recorded to note how long each segment ran on the air. The reason for noting the intuitively obvious was that with repeats, the length of one showing of a particular feature might be different from another showing. This occurred frequently toward the end of the

Project. Popular films were used in part, mostly as fillers between other features.

1.2.3.5. Category

Each programme segment was described by means of the variable CATEGORY. This variable was used to describe the type of programme that segment offered. The variable was classified into five "levels":

1) adult education

2) children's education

3) interactive meetings;

4) film or videotapes;

and

5) studio features.

Adult education was considered to be any programme of an instructional nature, aimed at the adult viewing audience. It also included programme segments which dealt with adult education as a topic per se.

Children's education was analagous to adult education. The range of programming which fell under this rubric was wider, however. It included interactive discussions between students' groups in the six communities, as well as the more conventional items such as educational films and tapes.

Interactive meetings included any inter-community satellite interchange of information and/or ideas.

Studio features involved the use of the Frobisher Bay studio for programmes such as interviews or panel discussions. It is distinguished from Interactive Meetings by the predominant role

of the Frobisher studio as the focal point for the programme.

Film or videotape was exactly that; any non-live programme segment ranging from Inuit legends to sports films.

1.2.3.6. Mode

It became apparent that the Category variable would fail to distinguish between programme segments which fell naturally into two or more of the categories. Consequently an additional variable, Mode, was devised as a control for Category. It was divided into four levels. These were;

1) non-Inukshuk-made film or videotape

2) Darome, with no video, an interactive satellite mode with, however, no video, or only a slide or graphic for video;

3) Darome with video, full audio-video interactive satellite mode; and

4) Inukshuk-made VTR, taped features produced by IBS, including tapes of first-run live interactive meetings or studio features.

1.2.3.7. Name

Each non-live programme segment was assigned a four-letter mnemonic. This enabled us to monitor the frequency of the showing of each programme, since each mnemonic was unique. Live programmes were given the mnemonic <<LIVE>>.

1.2.3.8. Origin

Origin referred to the group, person, or organization which originated, although did not necessarily produce the programme. The same procedure was followed with Origin as with Name. Origin, however, consisted of eight letters. In certain cases the mnemonic signified a co-operative effort of several persons

and/or groups. This variable was useful for obtaining information about which organizations contributed most to the system.

1.2.3.9. Producer

Producer referred to the group, person, or organization responsible for the production of the film or tape segment. Consisting of eight-letter mnemonics, this variable was the logcal non-live equivalent of the live indicator Origin.

1.2.3.10. Topic

The variable Topic was assigned to each case as a means of describing the nature of the information (if any, or not) conveyed by each broadcast. The variable was divided into thirteen levels.

ALCCNTRL- programmes dealing with alcohol control;

EDUCATION -programmes dealing with education, either for children or for adults;

ENTRTAIN -programmes presenting entertainment features such as music, theatre, or games;

FEATURES -programmes presenting information, broadly defined as anything that was non-fiction

HLTHINFO -programmes dealing with health, hygiene, or sanitation;

LADAUXIL -programmes involving women's auxiliary groups;

LEGENDRY -programmes featuring animated films of traditional Inuit legends;

OLDTALKS -programmes featuring meetings between elderly people of various communities;

PUBLAFRS -programmes dealing with anything of broad interest to

the general public, not subsumed by any of the other TOPICS;

QUESTION -programmes of a "question-and-answer" format, involving studio guest(s);

SPORTSFE -programmes dealing with sports;

STUDISCN -programmes featuring discussions between students of various communities;

UKKIVIKS -programmes involving students, attending the Frobisher Bay High School, in interactive meetings with their parents back in their home settlements.

1.2.3.11. Target

The variable TARGET was intended to indicate at whom the programme was directed. Two levels were defined, the general public and interest groups. An interest group was a group or organization which might have an interest in the programme, not present among the general public. It might be a personal interest, such as that of the parents of the students staying at the UKKIVIK hostel in Frobisher. Alternatively, the interest group might be an organization, such as the Search and Rescue groups in the respective communities. Any programme dealing with a broad interest so large so as to not be classifiable under "interest groups" was considered to be one of general public interest. Native land claims are an example of this.

1.2.3.12. Setmnts

This was the n number of communities participating in any interactive meeting. It ranged from 1 to 6.

1.2.3.13. Particip

This variable described which of the six participating

communities took part in any of the interactive meetings. They were represented in the file as single-letter mnemonics, "F" for Frobisher, "I" for Igloolik, etc.. The advantage of using this format was that the combinations of participating communities could be totalled to see how many meetings involving certain communities, and certain combinations of communities, occurred. Furthermore, the communities' participation could be observed individually, so as to see how much each took part. This enabled an examination of individual community participation as well as of tatterns of group community participation.

1.2.3.14. Discussn

This was a subjective index of the amount of discussion reported for each interactive meeting. It involved four levels;

1) very little;

2) some but slow;

3) a lot;

4) continuous discussion.

A fifth level was given for meetings for which no feedback data were available.

1.2.4. Analysis

The information in the log was duly coded and recorded permanently on the Concordia University Computer System. The participating communities were Frobisher Bay, Igloolik, Baker Lake, Cambridge Bay, Eskimo Point, and Pond Inlet, all in the Eastern or Central (in the case of Cambridge Bay and Eskimo Point) Northwest Territories.

1.2.5. Language

Unless noted in the log, the language of interactive mode was assumed to be the Inuit language Inuktitut. There were instances, however, involving the participation of Cambridge Bay, located in the Central Arctic, in which English was used for the meeting. This was due to difficulties on the part of the Cambridge Bay participants in understanding the Eastern Arctic Inuktitut dialect.

1.2.6. Broadcasting Considerations

Programming consisted essentially of interactive meetings, and the broadcasting of videotapes or films. Initially, from the first broadcast on September 29, 1980, transmission was from Frobisher, via satellite to large meeting rooms in each of the five other communities. Each community had the option to receive the broadcast or to decline. Local television transmission to homes was possible, in the early stages, only in Frobisher Bay. The large meeting rooms served the role of inter-community meeting centres, via satellite. Reception and transmission facilities had been set up in such a meeting place in each community.

As of December 1, 1980, however, "local transmitters were installed in all communities, except Igloolik". (Log entry for Dec. 1, 1980). This enabled direct broadcast to the homes in all communities (except Igloolik, which continued to operate with the meeting room facilities).

2.0 ANALYSIS

Six communities in the Northwest Territories participated in the Inukshuk Project. As mentioned, programming fell into the two overall categories of interactive-live, and pre-taped material. As an aid to conceptualizing the terms "programming", "broadcasting" etc., reference will be made to programme minutes (p.m.) and programme segments (p.s.). Programming, for example, may consist of five segments, or twenty-five minutes, although not necessarily twenty-five minutes of five minutes each.

Total programming may be said to have consisted of 19422 minutes, or 415 programme segments between September 5, 1980, and May 14, 1981. Of this amount 9858 minutes, or 85 programme segments were "live". The remainder, 9564 minutes, 330 programme segments, were pre-produced tapes and films, in some cases repeats of live broadcasts. This information is summarized in

TABLE 1

	p.s.	p.m.
live	85	9858
non-live	330	9564
total	415	19422

Breakdowns of the total programming by the other descriptive variables reveal the characteristics of the programming.

TABLE 15 - TOTAL MINUTES LIVE

MINS	%	TOPIC	SEGMENTS	%
322	1.7	ALCCNTRL	4	.96
1511	7.8	EDCATION	24	5.8
1722	8.9	ENTRTAIN	51	12.3
4516	23.3	FEATURES	144	34.7
699	3.6	HLTHINFO	20	4.8
600	3.1	LADAUXIL	4	.96
335	1.72	LEGENDRY	22	5.3
724	3.7	OLDTALKS	6	1.4
7531	38.7	PUBLAFRS	124	29.9
87	.5	QUESTION	1	.24
56	.29	SPORTSFE	3	.72
707	3.6	STUDISCN	7	1.69
612	3.2	UKKIVIKS	5	1.2
19422	100	TOTAL	415	100

By far the greatest proportion of live programming was devoted to public affairs, 38.7% of the minutes, 29.9% of the segments. Features, however, were the most numerous topic since many popular taped, non-live programmes were aired more than once, particularly as fillers late in the project.

It is worthwhile to note that a serious effort seems to have been made to present information to Inuit people which was pertinent to their daily lives, at least to a far greater extent than the CBC has been able to produce.

TABLE 15a gives a two-dimensional breakdown of the contributors to each TOPIC of the live broadcasts. This represents the amounts and percentages of minutes and segments contributed by each participating organization (ORIGIN). Public affairs was the leading topic. The individual breakdowns reveal that the programme co-ordinator (PROGCOOR), contributed the greatest number of minutes (538, 11.3%). However, the community co-ordinator for Frobisher Bay accounted for the most programme segments (5, 12.5%). By far the greatest proportion was devoted to public affairs (4759 minutes, 48.3% of the total, and 40 segments, 47.1% of the total). A glance through the list of contributors reveals that 45 of 56 contributing organizations were Inuk (see Table 18).

The format of the table gives each TOPIC and its statistics in minutes and segments, as well as the percentages each represents of the total. Within each TOPIC the contributing organizations' minutes and segments are enumerated along with the percentages of minutes and segments which each organization contributed to the TOPIC.

2.1 Inuit Organizations

Substantial efforts were made to enable Inuk organizations to produce films and videotapes with which to communicate with their people. Most of these productions were in the Inuktitut language. They dealt with subjects directly relevant to the People. This was a serious effort to re-enforce the language and cultural point of view of the Inuit using a medium which the Inuit had not been able to exploit up to that point.

TABLE 15A - LIVE PROGRAMMING

MINS	%	ORIGIN	SEGMENTS	%
210	2.13	ALCCNTRL	2	2.4
60	28.6	CBDRALCO	1	50
150	71.4	PIALCOMM	1	50
1216	12.3	EDCATION	13	15.3
150	12.3	BLCITTAP	1	7.7
120	9.9	BTAPATAI	1	7.7
60	4.9	CBEDCOMM	1	7.7
60	4.9	CBSTUDEN	1	7.7
57	4.7	IGEDSOCY	1	7.7
180	14.8	MAFARROW	1	7.7
230	18.9	PIEDCOMM	2	15.4
30	2.5	PIEPSTUD	1	7.7
119	9.8	PISTUDJA	2	15.4
90	7.4	RHFBCOOR	1	1.1
120	9.9	TCEDCOMM	1	1.1
250	2.5	ENTRTAIN	2	2.4
115	46	CPANIGON	1	50
135	54	STORYEXC	1	50
300	3	FEATURES	2	2.4
90	30	COMCORFB	1	50
210	70	LASTSHOW	1	50

393	3.9	HLTHINFO	3	3.5
135	34.4	FBPUBHEL	1	33.3
108	27.5	FBSOSRVC	1	33.3
150	38.2	PROGCOOR	1	33.3
600	6.1	LADAUXIL	4	4.7
214	35.7	FBRHODAI	1	25
386	64.3	PIWAUXIL	3	75
724	7.3	OLDTALKS	6	7.1
282	38.9	COMCOORS	2	33.3
112	15.5	EPJAULAT	1	16.7
240	33.1	EPOLDFLK	2	33.3
90	12.4	FBOLDFLK	1	16.7
4759	48.3	PUBLAFRS	40	47.1
235	4.9	BAFFRIAS	1	2.5
178	3.7	BAFREGCO	2	5
160	3.4	BAKERHTA	2	5
417	8.8	BELL&ITC	1	2.5
60	1.3	BPEARSON	1	2.5
150	3.2	BTAPATAI	1	2.5
180	3.8	COMCOORS	1	2.5
17	.36	COMCORFB	5	12.5
177	3.7	EPKIASUL	1	2.5
150	3.2	EPOLDFLK	1	2.5
120	2.5	EPSRCRES	1	2.5

90	1.9	FBAYCOOP	1	2.5
100	2.1	FBAYLEGA	1	2.5
90	1.9	FBHOUSAS	1	2.5
95	2	FBPUBHEL	1	2.5
120	2.5	FBSRCRES	1	2.5
138	2.9	GRANDOPE	3	7.5
120	2.5	ICNISSUE	1	2.5
152	3.2	IGCAFELT	1	2.5
177	3.7	IGFIRBGD	1	2.5
195	4.1	IGLOOHTA	1	2.5
120	2.5	PATTRSON	1	2.5
165	3.5	PIANGCHH	1	2.5
150	3.2	PIANGVES	1	2.5
120	2.5	PITINUAR	1	2.5
240	5	PONDHASS	2	5
538	11.3	PROGCOOR	3	7.5
125	2.6	SULUAMAG	1	2.5
87	.88	QUESTION	1	1.17
87	100	TERCOMEM	1	100
707	7.2	STUDISCN	7	8.2
150	21.2	BLSTUDEN	1	14.3
200	28.3	CBSTUDEN	2	28.6
60	8.5	PIGRDTEN	1	14.3
75	10.6	PTAPATAI	1	14.3
222	31.4	PROGCOOR	2	28.6

612	6.2	UKKIVIKS	5	5.9
80	13.1	BAKERSTU	1	20
214	35	COMCOORS	1	20
168	27.5	FBSTUDEN	1	20
75	123	PONDSTUD	1	20
75	12.3	TAPASIMA	1	20

2.2 Community Breakdowns

Tables 2-7 analyze each community's programming separately. Each table gives the TOPIC, the number of minutes devoted to each, and the percentage this represented of the total number of minutes for this topic. This is followed by the percentage that number of minutes represented of that community's total LIVE viewing time. Totals at the feet of the columns represent the total number of minutes, the percentage of total live programming minutes received by that community, and the summing of the last column to one hundred percent, subject to rounding error.

We should make an important point here about the use of the words "receive" and "participate". All of the communities were up-linked to the satellite for all of the broadcasts. However, we are concerned with finding out how much participation actually took place. Therefore we will use the words "receive" and "participate" as well as their derivatives, interchangeably. The reader should bear in mind that "participation" describes actual interactive involvement in the discussion in question.

TABLE2

FROBISHER BAY NWT-TOTAL COMMUNITIES (LIVE) = 9858 MINUTES

	LENGTH	%(TOPIC)	%(FROBISHER TOTAL)
ALCCNTRL	0	0	0
EDCATION	480	39.5	6.7
ENTRTAIN	135	54	1.9
FEATURES	300	100	4.2
HLTHINFO	243	61.8	3.4
LADAUXIL	600	100	8.4
OLDTALKS	222	30.7	3.1
PUBLAFRS	4147	87.1	57.8
QUESTION	87	100	1.2
STUDISCN	347	49.1	4.8
UKKIVIKS	612	100	8.5
TOTAL	7173	72.8	100

By far the greatest proportion of programming minutes was devoted to public affairs. This is a general pattern throughout the six communities of the network. If public affairs is not considered with the rest of the programming, the rest of the topics were divided more or less evenly, except for QUESTION which, it should be recalled, was a single segment which did not fall under any other topic. Interestingly, Frobisher participated in all of the "ukkiviks" shows for the students attending the Frobisher Bay high school although these programmes were a means of contact between students from Baffin communities other than Frobisher, and their parents back at home.

TABLE 3

IGLOOLIK NWT - TOTAL COMMUNITIES (LIVE) = 9858 MINUTES

	LENGTH	%(TOPIC)	%(IGLOOLIK TOTAL)
ALCCNTRL	150	71.4	1.8
EDCATION	1037	85.3	12.4
ENTRTAIN	135	54	1.6
FEATURES	300	100	3.6
HLTHINFO	393	100	4.7
LADAUXIL	600	100	7.2
OLDTALKS	634	87.6	7.6
PUBLAFRS	3983	83.7	47.8
QUESTION	87	100	1
STUDISCN	632	89.4	7.6
UKKIVIKS	382	62.4	4.6
TOTAL	8333	84.5	100

The most interesting difference between Frobisher and Igloolik appears in the amount of time in minutes for the topics of "edcation" and "studiscn". Igloolik participated in twice as much of the educational programming, as Frobisher. Student discussions also received about twice as much attention.

TABLE 4

BAKER LAKE NWT - TOTAL COMMUNITIES (LIVE) = 9858 MINUTES

	LENGTH	%(TOPIC)	%(BAKER LAKE TOTAL
ALCCNTRL	210	65.2	2.7
EDCATION	856	70.4	10.8
ENTRTAIN	250	100	3.2
FEATURES	300	100	3.8
HLTHINFO	285	72.5	3.6
LADAUXIL	600	100	7.6
OLDTALKS	634	87.6	8
PUBLAFRS	3495	73.4	44.2
QUESTION	87	100	1.1
STUDISCN	647	91.5	8.2
UKKIVIKS	537	87.7	6.8
TOTAL	7901	80.1	100

Baker Lake is not partcularly different from Igloolik in its viewing patterns. It is noteworthy, however, that Baker shares with Igloolik a somewhat different viewing pattern from Frobisher. (Compare TABLE 3 with TABLE 2.)

TABLE 5

CAMBRIDGE BAY NWT - TOTAL COMMUNITIES (LIVE) = 9858 MINUTES

	LENGTH	%(TOPIC)	%(CAMBRIDGE BAY TOTAL)
ALCCNTRL	60	28.6	.99
EDCATION	657	54	10.9
ENTRTAIN	250	100	4.1
FEATURES	300	100	5
HLTHINFO	285	72.5	4.7
LADAUXIL	454	75.7	7.5
OLDTALKS	372	51.4	6.1
PUBLAFRS	2998	63	50
QUESTION	87	100	1.4
STUDISCN	347	49.1	5.7
UKKIVIKS	214	35	3.5
TOTAL	6024	61.1	100

Cambridge appears to have received somewhat less of the public affairs programming than Frobisher, Igloolik, or Baker. Ladies' auxiliary meetings also received fewer minutes.

It should be noted, however, that Cambridge received the least programming in minutes and segments (see TABLE 11).

TABLE 6

ESKIMO POINT NWT - TOTAL COMMUNITIES (LIVE) = 9858 MINUTES

	LENGTH	%(TOPIC)	%(ESKIMO POINT TOTAL)
ALCCNTRL	60	28.6	.8
EDCATION	797	65.5	10.6
ENTRTAIN	115	46	1.5
FEATURES	300	100	4
HLTHINFO	285	72.5	3.8
LADAUXIL	600	100	8
OLDTALKS	574	79.3	7.6
PUBLAFRS	4060	85.3	54
QUESTION	87	100	1.2
STUDISCN	422	59.7	5.6
UKKIVIKS	214	35	2.
TOTAL	7514	76.2	100

Eskimo Point received more public affairs programming than any other community. The pattern of reception is more or less similar to those of the other communities, however. This is interesting because the pattern of reception, which might be generally equated with interest in what was being broadcast, seems to have been generally consistent throughout the system.

TABLE 7

POND INLET NWT - TOTAL COMMUNITIES (LIVE) = 9858 MINUTES

	LENGTH	%(TOPIC)	%(POND INLET TOTAL)
ALCCNTRL	150	71.4	1.8
EDCATION	806	66.3	7.9
ENTRTAIN	135	54	1.7
FEATURES	300	100	3.7
HLTHINFO	243	61.8	2.98
LADAUXIL	600	100	7.4
OLDTALKS	574	79.3	7
PUBLAFRS	4238	89	52
QUESTION	87	100	1.1
STUDISCN	482	68.2	5.9
UKKIVIKS	532	87	6.5
TOTAL	8147	82.6	100

Pond Inlet had more minutes of programming than any other community except Igloolik (8147 vs. 8333). Similarly the amount of educational programming received was second only to that of Igloolik. (see TABLE 13)

2.2.1. Segments

The pattern of the programming minutes is expectedly visible in the table depicting the programming segments. The greatest number of segments was taken up by public affairs, followed by education and "ukkiviks" home contact shows. In fact, the pattern of segments tells one somewhat more about how much programming of each topic was received, not only by Frobisher but by the other communities on the system. Saying that so many minutes were received is not as revealing as saying that only one segment was received, as in the case of the one segment, albeit eighty-seven minutes,devoted to question-period show(s).

One point distinguishing Frobisher from all of the other communities was the fact that Frobisher did not participate in any of the programme segments devoted to alcohol control. Although there were only two of these live segments at all, the other five communities each received one of them and Baker Lake received them both.

Tables 8-13 represent the information for programming segments analagous with that of Tables 2-7.

TABLE 8

FROBISHER BAY NWT - TOTAL COMMUNITIES (LIVE) = 85 SEGMENTS

	N	%(TOPIC)	%(FROBISHER TOTAL)
ALCCNTRL	0	0	0
EDCATION	5	38.5	8.3
ENTRTAIN	1	50	1.7
FEATURES	2	100	3.3
HLTHINFO	2	67	3.3
LADAUXIL	4	100	6.7
OLDTALKS	2	33	33
PUBLAFRS	35	87.5	58.3
QUESTION	1	100	1.7
STUDISCN	3	42.9	5
UKKIVIKS	5	100	100
TOTAL	60	70.6	8.3

TABLE 9

IGLOOLIK NWT - TOTAL COMMUNITIES (LIVE) = 85 SEGMENTS

	N	%(TOPIC)	%(IGLOOLIK TOTAL)
ALCCNTRL	1	50	1.5
EDCATION	10	77	14.7
ENTRTAIN	1	50	1.5
FEATURES	2	100	2.9
HLTHINFO	3	100	4.4
LADAUXIL	4	100	5.9
OLDTALKS	5	83.3	7.4
PUBLAFRS	33	84.6	48.5
QUESTION	1	100	1.5
STUDISCN	6	85.7	8.8
UKKIVIKS	2	67	2.9
TOTAL	68	80	100

Again, as with the programing minutes, the primary difference between Frobisher and Igloolik was in the "EDCATION" segments. Igloolik participated in twice as many.

Although Igloolik did have the greatest number of programming minutes, it was second to Pond Inlet in the number of segments received.

TABLE 10

BAKER LAKE TOTAL COMMUNITIES (LIVE) = 85 SEGMENTS

	N	%(TOPIC)	%(BAKER TOTAL)
ALCCNTRL	2	100	3
EDCATION	9	69	13.4
ENTRTAIN	2	100	3
FEATURES	2	100	3
HLTHINFO	2	67	3
LADAUXIL	4	100	6
OLDTALKS	5	83	7.5
PUBLAFRS	30	75	44.8
QUESTION	1	100	1.5
STUDISCN	6	86	9
UKKIVIKS	4	80	6
TOTAL	67	78.8	100

CAMBRIDGE BAY NWT - TOTAL COMMUNITIES (LIVE) = 85 SEGMENTS

	N	%(TOPIC)	%(CAMBRIDGE TOTAL)
ALCCNTRL	1	50	1.9
ENTRTAIN	2	100	3.8
EDCATION	7	53.8	13.5
FEATURES	2	100	3.8
HLTHINFO	2	67	3.8
LADAUXIL	3	75	5.8
OLDTALKS	3	50	5.8
PUBLAFRS	27	67.5	51.9
QUESTION	1	100	1.9
STUDISCN	3	42.9	5.8
UKKIVIKS	1	20	1.9
TOTAL	52	61.2	100

The most revealing thing about Cambridge Bay's programming charts was that it was the community which received the LEAST amount of programming time and segments. This is perhaps a reflection of several factors which became apparent in analyzing the log data.

The first point is that Cambridge had more technical difficulties up-linking with the ANIK-B satellite, than the other communities.

The second factor, from which the first may have been derived, is that Cambridge is the one most remote from the other five, being situated in the Central Arctic. Furthermore, as noted earlier, several segments involving Cambridge encountered language problems with the use of the Central Arctic Inuktitut

dialect. English was used on these occasions.

TABLE 12

ESKIMO POINT NWT - TOTAL COMMUNITIES (LIVE) = 85 SEGMENTS

	N	%(TOPIC)	%(ESKIMO POINT TOTAL)
ALCCNTRL	1	50	1.6
EDCATION	8	62	12.9
ENTRTAIN	1	50	1.6
FEATURES	2	100	3.2
HLTHINFO	2	67	3.2
LADAUXIL	4	100	6.5
OLDTALKS	5	83	8.1
PUBLAFRS	33	83	53.2
QUESTION	1	100	1.6
STUDISCN	4	57	6.5
UKKIVIKS	1	20	1.6
TOTAL	62	72.9	100

TABLE 13

POND INLET NWT - TOTAL COMMUNITIES (LIVE) = 85 SEGMENTS

	N	%(TOPIC)	%(POND INLET TOTAL)
ALCCNTRL	1	50	1.4
EDCATION	10	77	14.3
ENTRTAIN	1	50	1.4
FEATURES	2	100	2.8
HLTHINFO	2	67	2.8
LADAUXIL	4	100	5.7
OLDTALKS	5	83.3	7.1
PUBLAFRS	35	87.5	50
QUESTION	1	100	1.4
STUDISCN	5	71.4	7.1
UKKIVIKS	4	80	5.7
TOTAL	70	82.4	100

Although Pond Inlet was second to Igloolik in the number of minutes of programming, it led all the communities in the number of segments received (70). It also had the highest average percentage of reception (82.4%) of all topic segments, which may be more definitive than Igloolik's lead of 84.5% of topic minutes.

2.2.2. Categories and Modes of Broadcast

TABLE 16 represents the information in TABLEs 2-7, summed over the six communities, for live broadcasts.

TABLE 16 - LIVE PROGRAMMING

MINS	%	TOPIC	SEGMENTS	%
210	2.13	ALCCNTRL	2	2.4
1216	12.3	EDCATION	13	15.3
250	2.5	ENTRTAIN	2	2.4
300	3.04	FEATURES	2	2.4
393	3.99	HLTHINFO	3	3.5
600	6.1	LADAUXIL	4	4.7
0	0	LEGENDRY	0	0
724	7.3	OLDTALKS	6	7.1
4759	48.3	PUBLAFRS	40	47.1
87	.89	QUESTION	1	1.18
0	0	SPORTSFE	0	0
707	7.2	STUDISCN	7	8.2
612	6.2	UKKIVIKS	5	5.9
9858	100	TOTALS	85	100

Table 16 represents the live programming breakdown by TOPIC. Public affairs and educational programing were the most abundant. It is interesting to note that there seem to have been two types of live programming. One might be classified as people talking about themselves and/or others. The other might be classified as people talking about something external to themselves and/or

others. TABLE 17 represents the same information for the non-live segments.

TABLE 17 - NON-LIVE PROGRAMMING

MINS	%	TOPIC	SEGMENTS	%
112	1.2	ALCCNTRL	2	.61
295	3.1	EDCATION	11	3.3
1472	15.4	ENTRTAIN	49	14.8
4216	44.1	FEATURES	142	43
306	3.2	HLTHINFO	17	5.2
0	0	LADAUXIL	0	0
335	3.5	LEGENDRY	22	6.7
0	0	OLDTALKS	0	0
2772	29	PUBLAFRS	84	25.5
0	0	QUESTION	0	0
56	.59	SPORTSFE	3	.9
0	0	STUDISCN	0	0
0	0	UKKIVIKS	0	0
9564	100	TOTALS	330	100

The most interesting point about TABLE 17 is its difference from TABLE 16 in the proportions of programming devoted to FEATURES and PUBLAFRS. They are, in fact, reversed. The live programming devoted 47% of its segments to public affairs and 2.4% to FEATURES, whereas the non-live consisted of 43% FEATURES and 26% public affairs.

Referring back to the VARIABLEs 'category' and 'mode' a cross-breakdown reveals the amount of programming in minutes and segments which fell into each subdivision. Tables 22a and b describe these characteristics for the entire six communities. Tables 22c to n describe the nature of the live programming received by each community. This type of breakdown yields a particularly revealing description of the programming received by each community. In addition, it is indirectly a guide to the programming taste of each community since each settlement had the option of receiving or not receiving, at will, the programming offered.

Non-live programming, however, is not subject to this type of analysis. No information was available about selective reception of the taped segments. Consequently, it is concluded that all six communities received all of the taped segments. Instances where this is not the case are believed to have been rare enough that their inclusion would not have changed reception patterns significantly.

2.2.3. Interactive Programming

The Inukshuk Project was intended to act as a medium for Inuit organizations to communicate directly with their people, with videotape and/or film. This had not been entirely possible under arrangements which had been available so far with the CBC. Accordingly, Inukshuk access was given to such organizations to produce taped (non-live) segments, as well as live interactive segments. The interactive programme segments will be examined first.

It will be recalled that the variable ORIGIN was defined to refer to the person, group, or organization who or which originated, although may not necessarily have produced the programme. These turned out to be, although not exclusively, principally Inuit.

TABLE 18 - LENGTH BY ORIGIN

ORIGIN	MINUTES	%(TOTAL)	N	%(N)
BAFFRIAS *	235	2.4	1	1.9
BAFREGCO	178	1.8	2	2.4
BAKERHTA *	160	1.6	2	2.4
BAKERSTU *	80	.82	1	1.2
BELL&ITC *	417	4.3	1	1.2
BLCITTAP *	150	1.5	1	1.2
BLSTUDEN *	150	1.5	1	1.8
BPEARSON	60	.5	1	1.2
BTAPATAI *	270	2.8	2	2.4
CBDRALCO *	60	1.2	1	2.4
CBEDCOMM *	60	.6	1	1.2
CBSTUDEN *	260	2.7	3	3.5
CPANIGON *	115	1.17	1	1.2
COMCOORS *	676	6.9	4	4.7
COMCORFB *	107	1.1	6	7.1
EPJAULAT *	112	1.4	1	1.2
EPKIASUL *	177	1.8	1	1.2
EPOLDFLK *	390	3.97	3	3.5
EPSRCRES *	120	1.2	1	1.2
FBAYCOOP *	90	.92	1	1.2
FBAYLEGA	100	1.02	1	1.8
FBHOUSAS	90	.92	1	1.2
FBOLDFLK *	90	.92	1	1.2
FBPUBHEL	230	2.6	2	2.4
FBRHODAI *	214	2.2	1	1.2

FBSOSRVC	108	1.1	1	1.2
FBSRCRES *	120	1.2	1	1.2
FBSTUDEN *	168	1.7	1	1.2
GRANDOPE *	138	1.4	1	1.2
ICNISSUE *	120	1.2	1	1.2
IGCACFLT *	152	1.6	1	1.2
IGEDSOCY *	57	.6	1	1.2
IGFIRBGD *	177	1.8	1	1.2
IGLOOHTA *	195	1.99	1	1.2
LASTSHOW *	210	2.1	1	1.2
MAFARROW	180	1.8	1	1.2
PIALCOMM *	150	1.5	1	1.2
PATTERSN	120	1.2	1	1.2
PIANGCHH *	165	1.7	1	1.2
PIANGVES *	150	1.5	1	1.2
PIEDCOMM *	230	2.3	2	2.4
PIEPSTUD *	30	.31	1	1.2
PIGRDTEN *	60	.6	1	1.2
PISTUDJA *	119	1.2	2	2.4
PITINUAR *	120	1.2	1	1.2
PIWAUXIL *	386	3.9	3	3.5
PONDHASS	240	2.5	2	2.4
PONDSTUD *	75	.8	1	1.2
PTAPATAI *	75	.8	1	1.2
PROGCOOR *	910	9.3	6	7.1
RHFBCOOR *	90	.9	1	1.2
STORYEXC *	135	1.4	1	1.2

SULUAMAG *	125	1.3	1	1.2
TAPASIMA *	75	.8	1	1.2
TCEDCOMM	120	1.2	1	1.2
TERCOMEM	87	.89	1	1.2
PONDHTAS *	180	1.8	1	1.2
TOTAL	9813	100	85	100

TABLE 26

Key to Mnemonics used as Identifiers

* Indicates Inuk Organization

BAFFRIAS	Baffin Regional Inuit Association *
BAFREGCO	Baffin Regional Council Executive Committee
BAKERHTA	Baker Lake Hunters' and Trappers' Association *
BAKERSTU	Baker Lake Students' Group *
BELLITC	Bell Canada and Inuit Tapirisat of Canada *
BLCITTAP	Baker Lake Cultural Inclusion Teachers *
BLSTUDEN	Baker Lake Students' Group 2 *
BPEARSON	Bryan Pearson, Frobisher Bay
BTAPATAI	Peter Tapatai, Baker Lake *
CBDRALCO	Cambridge Bay Drug-and-Alcohol Committee *
CBEDCOMM	Cambridge Bay Education Committee *
CBSTUDEN	Cambridge Bay Students' Committee *
CPANIGON	Charlie Panigoniak *
COMCOORS	System Community Co-ordinators *
COMCORFB	Frobisher Bay Community Co-ordinator *
EPJAULAT	John Aulatjut, Eskimo Point *
EPKIASUL	Luke Suluk of Eskimo Point Keewatin Inuit

Association *

EPOLDFLK	Eskimo Point Old Folks' Group *
EPSRCRES	Eskimo Point Search-and-Rescue Group *
FBAYCOOP	Frobisher Bay Co-operative Association *
FBAYLEGA	<<Maliganik Tukisiniakvik>> Frobisher Bay Legal Aid Office
FBHOUSAS	Frobisher Bay Housing Association
FBOLDFLK	Frobisher Bay Old Folks' Group *
FBPUBHEL	Frobisher Bay Public Health Committee
FBRHODAI	Rhoda Inukshuk, Frobisher Bay *
FBSOSRVC	Frobisher Bay Social Services Committee
FBSRCRES	Frobisher Bay Search-and-Rescue Group *
FBSTUDEN	Frobisher Bay Students' Group *
ICNISSUE	Inuit Committee on National Issues *
IGCAFLT	Igloolik Branch of Canadian Arctic Co-operative Federation Limited *
IGEDSOCY	Igloolik Education Society *
IGLOOHTA	Igloolik Hunters' and Trappers' Association *
MAFARROW	Malcolm Farrow, Principal, Frobisher Bay High School (Gordon Robertson Educational Centre)
PIALCOMM	Pond Inlet Alcohol Committee *
PATTERSN	Dennis Patterson, NWT Council
PIANGCHH	Pond Inlet Anglican Church Helpers *
PIANGVES	Pond Inlet Anglican Vestry *
PIEDCOMM	Pond Inlet Education Committee *

PIEPSTUD	Pond Inlet and Eskimo Point Student Groups *
PIGRDTEN	Pond Inlet Grade Ten Students' Group *
PISTUDJA	Pond Inlet Students and Jacob Anaviapik *
PITINUAR	Peter Itinuar, Federal MP for Nunatsiaq *
PIWAUXIL	Pond Inlet Women's Auxiliary Group *
PONDHASS	Pond Inlet Housing Association
PONDSTUD	Pond Inlet Students' Group *
PTAPATAI	Peter Tapatai, Baker Lake *
PROGCOOR	Programming Co-ordinator *
RHFBCOOR	Rhoda Inukshuk and Frobisher Bay Programming Co-ordinator *
STORYEXC	Story Exchange Programme *
SULUAMAG	Thomas Suluk and John Amagoalik *
TAPASIMA	Peter Tapatai and John Simailak *
TCEDCOMM	Territorial Council Education Committee
TERCOMEM	Territorial Council Members
PONDHTAS	Pond Inlet Hunters' and Trappers' Association *
GRANDOPE	Grand Opening Show, December 1, 1980 *
LASTSHOW	Last Show of Project, May 14, 1981 *

TABLE 18 reveals that forty-five of the fifty-six contributing organizations, groups, or persons were Inuk. One broadcast was jointly produced by Bell Canada and the Inuit Tapirisat of Canada, the Inukshuk parent organization.

2.2.4. Films

Large amounts of time and effort were invested in the production and eventual broadcasting of films and tapes expressly designed to attain the objective of enabling Inuit to use the

media of film and videotape to communicate ideas. Table 19 gives a breakdown of the films and/or tapes that were shown, by the number of minutes for which each was shown, as well as the number of times that each was shown.

TABLE 19 - LENGTH BY NAME

NAME	MINUTES	%	N	%
ABORIGINAL RIGHTS	30	.3	1	.3
AMADJUAK LAKE	30	.3	2	.6
AMAUTIK IN INOUCDJUAK	56	.6	1	.3
THE ANNANACKS	55	.6	2	.6
ANATOMY OF A DECISION	45	.5	1	.3
ALPHABET FILM	30	.3	4	1.2
ARCTIC PILOT PROJECT	30	.3	1	.3
ASIVAQTIN	45	.5	2	.6
AYAGARMIUT	113	1.2	4	1.2
AUSTRALIAN URANIUM	45	.5	1	.3
CAMBRIDGE BEER SALES	112	1.2	2	.6
BERGER ENQUIRY 2	30	.3	1	.3
BERGER ENQUIRY 3	30	.3	1	.3
BAKER LAKE HAMLET DAY	30	.3	1	.3
BAKER LAKE HOLIDAY SHOW	25	.3	1	.3
CENTRAL ARCTIC COUNCIL	23	.2	1	.3
COMMUNITY CNCL SERVICES	90	.9	3	.9
THE CHILD	3	.03	1	.3
CHOPPERS	3	.03	1	.3
CONSTIT COMMITTE	113	1.2	2	.6
TAPARDJUK & COOPS	86	.9	3	.9
COORDINATORS' SLIDES	8	.1	1	.3
INTERPRETER CORPS	46	.5	2	.6
CREE HUNTERS	117	1.2	2	.6
DORSET ANIMATION 1	30	.3	2	.6

DORSET ANIMATION 2	15	.16	1	.3
DORSET ANIMATION ?	15	.16	1	.3
DRUM DANCE	30	.3	2	.6
ESKIMO POINT	30	.3	1	.3
ETULU ETIDLOIE	209	2.2	7	2.1
NORTHERN TAX EXEMPTIONS	60	.6	1	.3
FACES	5	.1	1	.3
FOUR LEGENDS	30	.3	1	.3
ARCTIC SUMMER GAMES	56	.6	3	.9
GREENLANDERS	30	.3	1	.3
THE GREEN PAPER	25	.3	2	.6
GREENLAND EXCHANGE	45	.5	2	.6
GREENLANDERS 2	157	1.6	6	1.8
HARMFUL PRODUCTS	97	1.01	10	3
HOW TO BUILD AN IGLOO	22	.2	1	.3
HANS PAVIA ROSING	55	.6	2	.6
THE HUNTERS	15	.16	1	.3
HUNGER KNOWS NO LAWS	30	.3	1	.3
HUNTING AND SURVIVAL	290	3	5	1.5
ITC AGM	120	1.3	2	.6
INUIT COMM NAT ISSUES	70	.7	2	.6
INUITUE NUUGATA	30	.3	2	.6
IGLOOKMIUT	98	1	6	1.8
INUIT NON-PROFIT HOUSAS	29	.3	1	.3
INUIT HOUSE AT OTTAWA	77	.81	2	.6
INUKSHUK	28	.3	2	.6
INUIT	55	.58	2	.6

CBC INUKSHUK CLIP	2	.02	1	.3
PETER ITINUAR	30	.3	1	.3
COOKING WITH JANET 1	113	1.2	5	1.5
COOKING WITH JANET 2	29	.3	2	.6
COOKING WITH JANET 3	49	.5	2	.6
COOKING WITH JANET 4	110	1.2	5	1.5
COOKING WITH JANET 5	118	1.2	4	1.2
COOKING WITH JANET 6	90	.94	3	.9
COOKING WITH JANET 7	39	.4	2	.6
COOKING WITH JANET 8	30	.3	1	.3
COOKING WITH JANET 9	30	.3	1	.3
COOKING WITH JANET 10	86	.9	3	.9
COOKING WITH JANET ?	107	1.1	4	1.2
JEUX MUSICAUX	27	.3	1	.3
KAGARIATURSINAJUT	14	.15	1	.3
KAJARIASIMAJUT	19	.2	1	.3
KAUYAJUK	57	.6	3	.9
KAYAK MAKING	31	.3	3	.9
CAPE DORSET SAILING	15	.16	1	.3
KITIKMEOT INUIT ASSN	119	1.2	4	1.2
KOONELOOSIE	55	.58	2	.6
KOWJAJUT	15	.16	1	.3
THE PEOPLE'S LAND	250	2.6	4	1.2
MALIGANIK TUKISINIAKVIK	18	.2	1	.3
LAKE HARBOUR&FROBISHER	45	.47	3	.9
LUMAAQ	66	.7	6	1.8
MAN & THE GIANT	45	.47	3	.9

GORDON & TAGOONA	55	.58	2	.6
MINNIE FREEMAN	44	.46	3	.9
OPENING SHOW	117	1.2	1	.3
MUNRO INTERVIEW	36	.38	2	.6
NACQULAK	74	.77	2	.6
NUNAVUT CLAIMS 1	28	.29	1	.3
NUNAVUT CLAIMS 2	48	.5	1	.3
NUNAVUT CLAIMS 3	15	.16	1	.3
NUNAVUT DEBATE ANALYSIS	60	.63	1	.3
NUNAVUT DEBATE	90	.94	1	.3
NUNATSIAQ	45	.47	3	.9
NUUK GREENLAND	52	.54	2	.6
OUR LAND IS OUR LIFE	59	.62	1	.3
OUR NATIVE HERITAGE	175	1.8	3	.9
OWL AND THE GOOSE	85	.9	6	1.8
OWL AND THE LEMMING	32	.33	1	.3
OWL AND THE RAVEN	20	.21	2	.6
CHARLIE PANIGONIAK	205	2.1	7	2.1
PETER ITINUAR 2	49	.51	2	.6
ITINUAR AND ADAMS	30	.31	1	.3
ITINUAR AND ADAMS 2	30	.31	1	.3
PEOPLE OF THE NORTH	55	.58	1	.3
THE PTARMIGAN HUNTER	19	.2	1	.3
PEOPLE OF THE SEAL	174	1.8	2	.6
PEOPLE OF THE SEAL 2	109	1.1	2	.6
PEOPLE OF THE SEAL ?	8	.08	1	.3
ANNIE PUDLOO	150	1.6	5	1.5

PUPPETS	60	.63	2	.6
PUPPET SHOW	30	.31	1	.3
QAUYIYAQSUT	90	.94	3	.9
QILALUGANIATUT	24	.25	2	.6
QUAQUAMINIK	15	.16	1	.3
RANKIN TODAY	127	1.3	5	1.5
RCMP RECRUITMENT FILM	60	.63	2	.6
RISE&FALL GREAT LAKES	59	.62	3	.9
RUSH HOUR	30	.31	1	.3
SAALAUMANIRQ	59	.62	2	.6
THE SAMI	53	.55	1	.3
THE SAMI 1	58	.61	2	.6
SANAGATAVIK	30	.31	1	.3
TUNGOLA SANDY	70	.73	2	.6
SIK SIK	4	.04	1	.3
SEAL HUNT	60	.63	2	.6
ARCTIC SURVIVAL	40	.42	2	.6
TRANSPORTATION-SUGLUK	67	.7	2	.6
SULUK & DOYLE	105	1.1	4	1.2
SURUSIIT	137	1.4	5	1.5
A MATTER OF SURVIVAL	58	.61	2	.6
POND INLET STUDENTS	32	.33	1	.3
TERRITORIAL CNCL DEBATE	60	.63	1	.3
NANOOK TAXI	360	3.8	4	1.2
TB PREVENTION	209	2.2	7	2.1
TERRITORIAL CNCL SPCIAL	59	.62	1	.3
TEP DEMONSTRATION	113	1.2	5	1.5

TRUE NORTH CONCERT	294	3.1	9	2.7
TOONIK TYME	10	.1	1	.3
TUKAQ THEATRE	60	.63	1	.3
TUKTUSIURNUQ	60	.63	2	.6
HOW TO USE A TV SET	28	.29	2	.6
ALEXIS UTATNAQ	52	.54	4	1.2
UVILURTARTUQ	30	.31	1	.3
WHALE HUNTING	19	.2	1	.3
LAND OF THE LONG DAY	150	1.6	4	1.2
CHRISTMAS SHOW	255	2.7	1	.3
TOTAL	9564	100	330	100

TABLE 23 represents the amount of time that the showings of each film contributed to each TOPIC.

TABLE 23

LENGTH BY TOPIC BY NAME (NON-LIVE)

MINUTES	%(NON-LIVE)	TOPIC/NAME	SEGMENTS	%
112	1.2	ALCCNTRL	2	.6
112	100	BEER	2	100
295	3.1	EDCATION	11	3.3
150	50.8	PUDL	5	45
32	10.8	TAKI	1	9
113	38.4	TEPS	5	45
1479	15.5	ENTRTAIN	50	15.2
25	1.7	BLHS	1	2
3	.2	THE CHILD	1	2
3	.2	CHOPPERS	1	2
30	2	DORSET 1	2	4
15	1	DORSET 2	1	2
15	1	DORSET ?	1	2
30	2	DRUM	2	4
209	14.1	ETID	7	14
5	.3	FACES	1	2
157	1.6	GRLD	6	12

27	1.8	JEUX	1	2
205	13.9	PANI	7	14
60	4.1	PUPPETS	2	4
30	2	PUPPET SHOW	1	2
4	.3	SIK SIK	1	2
294	19.9	TNCT	9	18
60	4.1	TUKAQ	1	2
52	3.5	UTAT	4	8
255	17.2	XMAS	1	2
4209	44	FEATURES	141	42.7
30	.7	AMAD	2	1.4
56	1.3	AMAU	1	.7
55	1.3	ANANAK	2	1.4
30	.7	ALPH	4	2.8
113	2.7	AYAG	4	2.8
45	1.1	AUST	1	.7
30	.7	BLHD	1	.7
117	2.8	CREE	2	1.4
30	.7	ESPT	1	.7
30	.7	GREE	1	.7
45	1.1	GSEX	2	1.4
22	.5	HBIG	1	.7
15	.4	HTRS	1	.7
30	.8	IGAT	2	1.4
98	2.3	IGLM	6	4.3

...6	2.8	IGLO	4	2.8
39	.9	INHS	1	.7
55	1.3	INUT	2	1.4
113	2.7	JAN1	5	3.5
29	.7	JAN2	2	1.4
49	1.2	JAN3	2	1.4
110	2.6	JAN4	5	3.5
118	2.8	JAN5	4	2.8
90	2.1	JAN6	3	2.1
39	.9	JAN7	2	1.4
30	.7	JAN8	1	.7
30	.7	JAN9	1	.7
86	2	JAN10	3	2.1
107	2.5	JAN?	4	2.8
14	.3	KAGA	1	.7
19	.5	KAJA	1	.7
31	.7	KAYA	3	2.1
15	.4	KING	1	.7
15	.4	KOWJ	1	.7
45	1.1	LHFB	3	2.1
44	1	MINF	3	2.1
117	2.8	MISC	1	.7
74	1.8	NACQ	2	1.4
52	1.2	NUUK	2	1.4
59	1.4	OLOL	1	.7
175	4.2	ONHE	3	2.1
55	1.3	PNOR	1	.7

19	.5	PTAR	1	.7
174	4.1	PSEL	2	1.4
109	2.6	PSE2	2	1.4
8	.2	PSE?	1	.7
90	2.1	QAUY	3	2.1
24	.6	QILA	2	1.4
15	.4	QUAQ	1	.7
127	3	RANK	5	3.5
59	1.4	RISE	3	2.1
30	.7	RUSH	1	.7
53	1.3	SAMI	1	.7
58	1.4	SAM 1	2	1.4
30	.7	SANA	1	.7
60	1.4	SLHT	2	1.4
67	1.6	SUGL	2	1.4
137	3.3	SURU	5	3.5
58	1.4	SURV	2	1.4
360	8.6	TAXI	4	2.8
60	1.4	TUKT	2	1.4
30	.7	UVIL	1	.7
19	.5	WHAL	1	.7
150	3.6	WILK	4	2.8
306	3.2	HLTHINFO	17	5.2
97	31.7	HARM	10	58.8
209	68.3	TBPR	7	41.2

335	3.5	LEGENDRY	22	6.7
30	8.6	FOUR	1	4.5
57	17	KAUY	3	13.6
66	19.7	LUMA	6	27.3
45	13.4	MANG	3	13.6
85	25.4	OWLG	6	27.3
32	9.6	OWLL	1	4.5
20	6	OWLR	2	9.1

2772	29	PUBLAFRS	84	25.5
30	1.1	ABOR	1	1.2
45	1.6	ANAT	1	2.4
30	1.1	ARPP	1	1.2
45	1.6	ASIV	2	2.4
30	1.1	BGR2	1	1.2
30	1.1	BGR3	1	1.2
23	.83	CAAC	1	1.2
90	3.2	CCSR	3	3.6
113	4.1	CONC	2	2.4
86	3.1	COOP	3	3.6
8	.3	COOR	1	1.2
46	1.7	CORP	2	2.4
60	2.2	EXEM	1	1.2
25	.9	GREN	2	2.4
55	2	HPRO	2	2.4

50	1.1	HUNG	1	1.2
290	10.5	HUNT	5	6
120	4.3	IAGM	2	2.4
70	2.5	ICNI	2	2.4
29	1	INHC	1	1.2
38	1.4	INHS	1	1.2
28	1	INUK	2	2.4
2	.07	ISHK	1	1.2
30	1.1	ITIN	1	1.2
119	4.3	KITI	4	4.8
55	2	KOON	2	2.4
250	9	LAND	4	4.8
18	.6	LEGA	1	1.2
55	2	MGET	2	2.4
36	1.3	MNRO	2	2.4
28	1	NLC1	1	1.2
48	1.7	NLC2	1	1.2
15	.5	NLC3	1	1.2
60	2.2	NVDA	1	1.2
90	3.2	NVDB	1	1.2
45	1.6	NTSQ	3	3.6
49	1.8	PEIT	2	2.4
30	1.1	PEWA	1	1.2
30	1.1	PIWA	1	1.2
60	2.2	RCMP	2	2.4
59	2.1	SAAL	2	2.4
70	2.5	SAND	2	2.4

40	1.4	SRVL	2	2.4
105	3.8	SULU	4	4.8
60	2.2	TCDB	1	1.2
59	2.1	TCSP	1	1.2
10	.4	TOON	1	1.2
28	1	TVST	2	2.4
56	.6	SPORTSFE	3	.9
56	100	GAME	3	100

Key to Abbreviations

AMAD- AMADJUAK LAKE

ABOR- ABORIGINAL RIGHTS

AMAU- AMAUTIK IN INOUDJUAK

ANAK- THE ANANACKS

ANAT- ANATOMY OF A DECISION

ALPH- ALPHABET FILM

ARPP- ARCTIC PILOT PROJECT

ASIV- ASIVAQTIN

AYAG- AYAGARMIUT

AUST- URANIUM MINING IN AUSTRALIA

BEER- CAMBRIDGE BAY BEER SALES

BGR2- BERGER ENQUIRY PART 2

BGR3- BERGER ENQUIRY PART 3

BLHD- BAKER LAKE HAMLET DAY

BLHS- BAKER LAKE HOLIDAY SHOW

CAAC- CENTRAL ARCTIC AREA COUNCIL

CCSR- COMMUNITY COUNCIL SERVICES

CHIL- THE CHILD

CHOP- CHOPPERS

CONC- CONSTITUTIONAL COMMITTEE

COOP- LOUIS TAPARDJUK DISCUSSES ARCTIC COOPS

COOR- COORDINATORS' SLIDE SHOW

CORP- INUKTITUT INTERPRETER CORP OF THE NWT

CREE- CREE HUNTERS OF MISTASSINI

DOR1- CAPE DORSET ANIMATION PART 1

DOR2- CAPE DORSET ANIMATION PART 2

DOR?- CAPE DORSET ANIMATION PART UNKNOWN

DRUM- DRUM DANCE

ESPT- ESKIMO POINT

ETID- ETULU ETIDLIOE

EXEM- NORTHERNERS' TAX EXEMPTIONS

FACE- FACES

FOUR- FOUR LEGENDS

GAME- ARCTIC SUMMER GAMES

GREE- THE GREENLANDERS

GREN- THE GREEN PAPER

GSEX- GREENLAND STUDENT EXCHANGE

GRLD- GREENLANDERS 2

HARM- HARMFUL PRODUCTS

HBIG- HOW TO BUILD AN IGLOO

HPRO- HANS PAVIA ROSING

HTRS- THE HUNTERS

HUNG- HUNGER KNOWS NO LAWS

HUNT- HUNTING & SURVIVAL

IAGM- ITC ANNUAL GENERAL MEETING

ICNI- INUIT COMMITTEE ON NATIONAL ISSUES

IGAT- INUITUE NUUGATA

IGLM- IGLOOKMIUT (THE PEOPLE OF IGLOOLIK)

IGLO- IGLOOLIK

INHC- INUIT NONPROFIT HOUSING CORPORATION

INHS- INUIT HOUSE IN OTTAWA

INUK- INUKSHUK

INUT- INUIT

ISHK- CBC INUKSHUK CLIP

ITIN- PETER ITINUAR

JAN1- COOKING WITH JANET PART 1

JAN2- COOKING WITH JANET PART 2

JAN3- COOKING WITH JANET PART 3

JAN4- COOKING WITH JANET PART 4

JAN5- COOKING WITH JANET PART 5

JAN6- COOKING WITH JANET PART 6

JAN7- COOKING WITH JANET PART 7

JAN8- COOKING WITH JANET PART 8

JAN9- COOKING WITH JANET PART 9

JAN?- COOKING WITH JANET PART UNKN

JA10- COOKING WITH JANET PART 10

JEUX- JEUX MUSICAUX

KAGA- KAGARIATURSINAJUT

KAJA- KAJARIASIMAJUT

KAUY- KAUYAJUK

KAYA- KAYAK MAKING

KING- YEAR-ROUND SAILING IN CAPE DORSET

KITI- KITIKMEOT INUIT ASSOCIATION

KOON- KOONELOOSSIE AND TAGAK CURLEY

KOWJ- KOWJAJUT

LAND- THE PEOPLE'S LAND

LEGA- FROBISHER BAY LEGAL AID (MALIGANIK TUKISINIAKVIK)

LHFB- LAKE HARBOUR AND FROBISHER BAY IN SUMMER

LUMA- LUMAAQ

MANG- MAN AND THE GIANT

MGET- GORDON AND TAGOONA

MINF- MINNIE FREEMAN

MISC- OPENING SHOW

MNRO- MUNRO INTERVIEW

NACQ- JOHN NACQULAK

NLC1- NUNAVUT CLAIMS PART 1

NLC2- NUNAVUT CLAIMS PART 2

NLC3- NUNAVUT CLAIMS PART 3

NVDA- NUNAVUT DEBATE ANALYSIS

NVDB- NUNAVUT DEBATE

NTSQ- NUNATSIAQ-THE GOOD LAND

NUUK- NUUK GREENLAND

OLOL- OUR LAND IS OUR LIFE

ONHE- OUR NATIVE HERITAGE

OWLG- OWL AND THE GOOSE

OWLL- OWL AND THE LEMMING

OWLR- OWL AND THE RAVEN

PANI- CHARLIE PANIGONIAK

PEIT- PETER ITINUAR PART 2

PEWA- ITINUAR AND ADAMS

PIWA- ITINUAR AND ADAMS PART 2

PNOR- PEOPLE OF THE NORTH

PTAR- PTARMIGAN HUNTER

PSEL- PEOPLE OF THE SEAL

PSE2- PEOPLE OF THE SEAL PART 2

PSE?- PEOPLE OF THE SEAL PART UNKNOWN

PUDL- ANNIE PUDLOO

PUPP- PUPPETS

PUPS- PUPPET SHOW

QAUY- QAUYIYAQSUT

QILA- QILALUGANIATUT

QUAQ- QUAQUAMINIK

RANK- RANKIN INLET TODAY

RCMP- RCMP RECRUITMENT TAPE

RISE- RISE AND FALL OF THE GREAT LAKES

RUSH- RUSH HOUR

SAAL- SAALAUMANIRQ

SAMI- THE SAMI

SAM1- THE SAMI PART 1

SANA- SANAGATAAVIK

SAND- TUNGOLA SANDY

SIKS- SIK SIK

SLHT- SEAL HUNT

SRVL- ARCTIC SURVIVAL

SUGL- TRANSPORTATION IN SUGLUK

SULU- SULUK & DOYLE

SURU- SURISIIT

SURV- A MATTER OF SURVIVAL

TAKI- POND INLET STUDENTS

TCDB- TERRITORIAL COUNCIL DEBATE

TAXI- NANOOK TAXI

TBPR- TB PREVENTION

TCSP- TERRITORIAL COUNCIL SPECIAL

TEPS- TEP DEMONSTRATION

TNCT- TRUE NORTH CONCERT

TOON- TOONIK TYME

TUKA- TUKAQ THEATRE

TUKT- TUKTUSIURNUQ (CARIBOU HUNTING)

TVST- HOW TO USE A TV-SET

UTAT- ALEXIS UTATNAQ

UVIL- UVILURTARTUQ

WHAL- WHALE HUNTING

WILK- LAND OF THE LONG DAY

XMAS- CHRISTMAS SHOW

It is evident from the table that FEATURES contributed the most time and segments to the total non-live programming, 40.1% and 39.2% respectively. Goal 3, in the light of these results may

be said to have been definitely attained. A significant proportion of the films and tapes were produced by Inukshuk and other Inuit organizations.

Table 25 summarizes the tape and film programming produced pursuant to Goal 3. Some of these productions were created for the Inukshuk Project while others were drawn from various film and tape libraries.

TABLE 25

PRODUCER	MINUTES	% TOTAL	N	% TOTAL
CBC	2	.02	1	.3
DIAND	186	1.9	8	2.4
ED FOLGER	360	3.8	4	1.2
GREENLAND TV	60	.63	1	.3
HUGH BRODY	250	2.6	4	1.2
INUKSHUK-BAKER	863	9.02	36	10.9
INUKSHUK-CAMBRIDGE	254	2.7	7	2.12
INUKSHUK-E.POINT	566	5.9	24	7.3
INUKSHUK-FROBISHER	156	1.6	12	3.6
INUKSHUK-POND	35	.37	2	.61
INUKSHUK-GLOBAL	2813	29.4	89	27
INUIT TAPIRISAT	45	.47	3	.91
KATIVIK S.B.	107	1.1	3	.91
N.F.B.	1372	14.3	46	13.9
N.F-DIAND	69	.72	4	1.2
NORTHSLOPE ALASKA	88	.92	3	.91
NUNATSIAQMIUT	1000	10.46	45	13.6

O.E.C.A.	116	1.2	4	1.2
PARLIAMENT	183	1.9	4	1.2
PIC-TV	258	2.69	9	2.7
PIA POOTOOGOOK	30	.31	4	1.2
RIO ALGOM LTD.	45	.47	1	.3
TAQRAMIUT NIPINGAT	531	5.6	13	3.9
TV ONTARIO	175	1.8	3	.91
TOTALS	9564	100*	330	100*

Table 26 breaks down Table 25 by the minutes and segments of each production. The table reveals that strong efforts were made to involve existing Inuit media projects and organizations in the production and distribution of films and videotapes. This was accomplished by the awarding of production contracts and by a serious training programme which involved Inuit film-makers. This effort implied serious support to the encouraging and development of the Inuk language and cultural outlook by supporting people in making Inuk-language films and tapes.

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* Subject to rounding error.

TABLE 26B

LENGTH AND SEGMENTS OF PROGRAMMING

BY PRODUCER

MINS	%	PRODUCER/NAME	SEGS	%
2	.02	CBCNEWSF	1	.3
2	100	ISHK	1	100
226	2.4	DIANDEVE	9	2.7
25	11.1	GREN	2	22.2
74	32.7	NACQ	2	22.2
127	56.2	RANK	5	55.6
360	3.8	EDFOLGER	4	1.2
360	100	TAXI	4	100
250	2.6	HUGHBROD	4	1.2
250	100	LAND	4	100
863	9	INUKSHUB	36	10.9
30	3.5	BLHD	1	2.8
25	2.9	BLHS	1	2.8
3	.34	CHIL	1	2.8
113	13.1	JAN1	5	13.9
29	3.4	JAN2	2	5.6
49	5.7	JAN3	2	5.6
110	12.7	JAN4	5	13.9

118	13.7	JAN5	4	11.1
90	10.4	JAN6	3	8.3
39	4.5	JAN7	2	5.6
30	3.5	JAN8	1	2.8
30	3.6	JAN9	1	2.8
107	12.4	JAN?	4	11.1
86	10	JA10	3	8.3
4	.5	SIKS	1	2.8
254	2.7	INUKSHUC	7	2.1
112	44.1	BEER	2	28.6
23	9.1	CAAC	1	14.3
119	46.9	KITI	4	57.1
566	5.9	INUKSHUE	24	7.3
30	5.3	DRUM	2	8.3
30	5.3	ESPT	1	4.2
5	.88	FACE	1	4.2
56	9.9	GAME	3	12.5
31	5.5	KAYA	3	12.5
205	36.2	PANI	7	29.2
209	36.9	TBPR	7	29.2
156	1.6	INUKSHUF	12	3.6
97	62.2	HARM	10	83.3
59	37.8	SAAL	2	16.7

2813	29.4	INUKSHUK	89	27
30	1.1	ABOR	1	1.1
30	1.1	ARPP	1	1.1
30	1.1	BGR2	1	1.1
30	1.1	BGR3	1	1.1
86	3.1	COOP	3	3.4
8	.3	COOR	1	1.1
46	1.6	CORP	2	2.2
209	7.4	ETID	7	7.9
60	2.1	EXEM	1	1.1
45	1.6	GSEX	2	2.2
157	5.6	GRLD	6	6.7
22	.78	HBIG	1	1.1
55	2	HPRO	2	2.2
120	4.3	IAGM	2	2.2
98	3.5	IGLM	6	6.7
29	1	INHC	1	1.1
28	.99	INUK	2	2.2
30	1.1	ITIN	1	1.1
18	.64	LEGA	1	1.1
55	2	MGET	2	2.2
117	4.2	MISC	1	1.1
36	1.3	MNRO	2	2.2
28	.99	NLC1	1	1.1
48	1.7	NLC2	1	1.1
15	.53	NLC3	1	1.1
60	2.1	NVDA	1	1.1

90	3.2	NVDB	1	1.1
49	1.7	PEIT	2	2.2
30	1.1	PEWA	1	1.1
150	5.3	PUDL	5	5.6
30	1.1	PUPS	1	1.1
90	3.2	QAUY	3	3.4
60	2.1	RCMP	2	2.2
70	2.5	SAND	2	2.2
60	2.1	SLHT	2	2.2
40	1.4	SRVL	2	2.2
105	3.7	SULU	4	4.5
60	2.1	TCDB	1	1.1
59	2.1	TCSP	1	1.1
113	4.02	TEPS	5	5.6
10	.36	TOON	1	1.1
52	.18	UTAT	4	4.5
255	9.1	XMAS	1	1.1
35	.37	INUKSHUP	2	.61
3	8.6	CHOP	1	.5
32	91.4	TAKI	1	.5
45	.47	ITCANADA	3	.91
45	100	NTSQ	3	100
107	1.1	KATIVIKS	3	.91
77	72	INHS	2	67

30	28	RUSH	1	33
1332	13.9	NATFILMB	45	13.6
55	4.1	ANAK	2	4.4
45	3.4	AUST	1	2.2
117	8.8	CREE	2	4.4
30	2.3	FOUR	1	2.2
30	2.3	GREE	1	2.2
55	4.1	INUT	2	4.4
27	2	JEUX	1	2.2
66	5	LUMA	6	13.3
45	3.1	MANG	3	6.7
59	4.4	OLOL	1	2.2
85	6.4	OWLG	6	13.3
32	2.4	OWLL	1	2.2
20	1.5	OWLR	2	4.4
55	4.1	PNOR	1	2.2
174	13.1	PSEL	2	4.4
109	8.2	PSE2	2	4.4
8	.6	PSE?	1	2.2
59	4.4	RISE	3	6.7
53	4	SAMI	1	2.2
58	4.4	SAM1	2	4.4
150	11.3	WILK	4	8.2
69	.72	NFBDIAND	4	1.2
45	65.2	ASIV	2	50

24	34.8	QILA	2	50
88	.92	NSLOPEAK	3	.91
30	34.1	HUNG	1	.33
58	65.9	SURV	2	.67
1000	10.5	NUNATSIA	45	13.6
30	3	AMAD	2	4.4
30	3	DOR1	2	4.4
15	1.5	DOR2	1	2.2
15	1.5	DOR?	1	2.2
15	1.5	HTRS	1	2.2
30	3	IGAT	2	4.4
14	1.4	KAGA	1	2.2
19	1.9	KAJA	1	2.2
57	5.7	KAUY	3	6.7
15	1.5	KING	1	2.2
15	1.5	KOWJ	1	2.2
45	4.5	LHFB	3	6.7
44	4.4	MINF	3	6.7
52	5.2	NUUK	2	4.4
30	3	PIWA	1	2.2
19	1.9	PTAR	1	2.2
60	6	PUPP	2	4.4
15	1.5	QUAQ	1	2.2
137	13.7	SURU	5	11.1
294	29.4	TNCT	9	20

30	3	UVIL	1	2.2
19	1.9	WHAL	1	2.2
116	1.2	OECA	4	1.2
116	100	IGLO	4	100
183	1.9	PARLMENT	4	1.2
113	61.7	CONC	2	50
70	38.3	ICNI	2	50
258	2.7	PICTELEV	9	2.7
113	43.8	AYAG	4	44.4
55	21.3	KOON	2	22.2
30	11.6	SANA	1	11.1
60	23.3	TUKT	2	22.2
30	.31	POOTOOGK	4	1.2
30	100	ALPH	4	100
45	.47	RIOALGOM	1	.3
45	100	ANAT	1	100
531	5.6	TNIPINGA	13	3.9
56	10.5	AMAU	1	7.7
90	16.9	CCSR	3	23.1
290	54.6	HUNT	5	38.5
67	12.6	SUGL	2	15.4

28	5.3	TVST	2	15.4
60	.63	TUKAQTHE	1	.3
60	100	TUKA	1	100
175	1.8	TVONTARI	3	.91
175	100	ONHE	3	100

2.3. Live and Non-Live Programming

Before describing the individual community reception patterns it is useful to record the CATEGORY/MODE breakdowns for live and non-live programming. It is helpful to understanding the CATEGORY/MODE variables to recall that the two tables, 20 and 21, are mutually exclusive. That is to say, none of the programming described in Table 20 appears in Table 21, and vice versa. Tables 20 and 21 are thus distinguished from the Table 22 "series". Tables 22a and 22b report the CATEGORY/MODE cross-breakdowns for total minutes and segments, respectively. Tables 20 and 21 which follow report the CATEGORY/MODE cross-breakdowns for live and non-live programming, respectively.

TABLE 20
CATEGORY-MODE BREAKDOWN (LIVE PROGRAMMING)

FILE - INUKSHK (CREATED - 81/07/23)
* * * C R O S S---B R E A K D O W N O F * * *
CATEGORY CATEGORY OF PROGRAMME
BY MODE MODE OF PROGRAMME PRESENTATION
CONTROLLING FOR..
TYPE
VALUE 1 LIVE
* * * * * * * * * * *
VARIABLE AVERAGED.. LENGTH LENGTH OF PROGRAMME

MODE				
MEAN				
COUNT	DAROME-NO	DAROME W		ROW
SUM	0 VIDEO	VIDEO		TOTAL
STD DEV	2	3		
CATEGORY				
1	150.000	0		150.000
ADULT EDUCA	1	0		1
	150.000	0		150.000
	0	0		0
2	135.000	87.800		95.667
CHILDREN'S	2	10		12
	270.000	878.000		1148.000
	21.213	42.525		43.105
3	107.000	132.208		128.607
INTER ACTI	8	48		56
	856.000	6346.000		7202.000
	41.634	65.922		63.352
5	0	84.875		84.875
STUDIO FEATI	0	16		16
	0	1358.000		1358.000
	0	69.362		69.362
COLUMN TOTAL	116.000	115.973		115.976
	11	74		85
	1276.000	8582.000		9858.000
	38.872	67.108		63.981

TABLE 21

CATEGORY-MODE BREAKDOWN (NON-LIVE PROGRAMMING)

FILE - INUKSHK (CREATED - 81/07/23)

* * * C R O S S---B R E A K D O W N O F * * *

CATEGORY CATEGORY OF PROGRAMME

BY MODE MODE OF PROGRAMME PRESENTATION

CONTROLLING FOR..

TYPE

VALUE 2 NON-LIVE

* * * * * * * * * * *

VARIABLE AVERAGED.. LENGTH LENGTH OF PROGRAMME

	MODE		
MEAN / COUNT / SUM / STD DEV / CATEGORY	NONNKSHK FILM OR 1	INUKSHUK-MADE VT 4	ROW TOTAL
1	0	21.682	21.682
ADULT EDUCA	0	44	44
	0	954.000	954.000
	0	7.859	7.859
2	34.500	23.615	26.176
CHILDREN'S	4	13	17
	138.000	307.000	445.000
	26.789	9.014	14.770
4	29.946	30.858	30.353
FILM OR VIDI	149	120	269
	4462.000	3703.000	8165.000
	18.514	27.340	22.835
COLUMN TOTAL	30.065	28.045	28.982
	153	177	330
	4600.000	4964.000	9564.000
	18.667	23.303	21.272

2.4. Community Reception Patterns

The "TABLE 22" series of tables reveal the community participation by CATEGORY and MODE. TABLE 22a covers all six for minutes with pertinent row and column percentages. TABLE 22b does the same for segments. The remaining TABLE 22's, c to n, present each community's minutes and segments alternately.

TABLE 22A

FILE INUKSHK (CREATION DATE = 81/06/11.)
CATEGORY CATEGORY OF PROGRAMME
BY
MODE MODE OF PROGRAMME PRESENTATION
* * * * * * * * * * *
VARIABLE AVERAGED.. LENGTH LENGTH OF PROGRAMMING SEGMENTS

CATEGORY / MODE	NONNKSHK FILM OR 1	DAROME-NO O VIDEO 2	DAROME W VIDEO 3	INUKSHUK-MADE VT 4	ROW TOTAL
1	0	150	0	954	1104
ADULT EDUCATION	0	11.8	0	19.2	5.7
	0	13.6	0	86.4	100
	0	.80	0	4.9	
2	138	270	878	307	1593
CHILDREN'S EDUCA	3	21.2	10.2	6.2	8.2
	8.7	16.9	55.1	19.3	100
	.7	1.4	4.5	1.6	
	0	856	6436	0	7202
INTER ACTIVE ME	0	67.1	73.9	0	37.1
	0	11.9	88.1	0	100
	0	4.4	32.7	0	
4	4462	0	0	3703	8165
FILM OR VIDEOTAP	97	0	0	74.6	42
	54.6	0	0	45.4	100
	23	0	0	19.1	
0	0	0	1358	0	1358
STUDIO FEATURE	0	0	15.8	0	7
	0	0	100	0	100
	0	0	7	0	
TOTAL COLUMN	4600	1276	8582	4694	19422
TOTAL	100	100	100	100	100
	23.7	6.6	44.2	24.2	100
					100

TABL22B

FILE INUKSHK (CREATION DATE = 81/06/11.)
CATEGORY CATEGORY OF PROGRAMMING
BY
MODE MODE OF PROGRAMME PRESENTATION
* * * * * * * * * * *
VARIABLE AVERAGED.. SEGMENTS NUMBER OF PROGRAMMING SEGMENTS

	MODE				
COUNT / COLUMN PERCT / ROW PERCENT / TOTAL PERCENT	NONNKSHK FILM OR 1	DAROME-NO O VIDEO 2	DAROME W VIDEO 3	INUKSHUK--MADE VT 4	ROW TOTAL
CATEGORY					
1	0	1	0	44	45
ADULT EDUCATION	0	9.1	0	24.9	10.8
	0	2.2	0	97.8	100
	0	.24	0	10.6	100
2	4	2	10	13	29
CHILDREN'S EDUCA	2.6	18.2	13.5	7.3	7
	13.8	6.9	34.5	44.8	100
	.97	.5	24	3.1	
	0	8	48	0	56
INTER ACTIVE ME	0	72.7	64.9	0	13.5
	0	14.3	85.7	0	100
	0	1.9	11.6	0	
4	149	0	0	120	269
FILM OR VIDEOTAP	97.4	0	0	67.8	64.8
	55.4	0	0	44.6	100
	35.9	0	0	28.9	
0	0	0	16	0	16
STUDIO FEATURE	0	0	21.6	0	3.9
	0	0	100	0	100
	0	0	3.9	0	
TOTAL COLUMN	153	11	74	177	415
TOTAL	100	100	100	100	100
	36.9	2.7	17.8	42.7	100
					100

TABLE 22C
FROBISHER BAY

FILE INUKSHK (CREATION DATE = 81/06/11.)
CATEGORY CATEGORY OF PROGRAMME
* * * * * * * * * * *
VARIABLE AVERAGED.. LENGTH LENGTH OF PROGRAMMING IN MINUTES
MODE

COUNT / CATEGORY	NONNKSHK FILM OR 1	DAROME-NO O VIDEO 2	DAROME W VIDEO 3	INUKSHUK--MADE VT 4	ROW TOTAL
1 ADULT EDUCATION					
CHILDREN'S EDUCA			477		477
INTER ACTIVE ME		201	5137		5338
FILM OR VIDEOTAP					
STUDIO FEATURE			1358		1358
TOTAL COLUMN		201	6972		7173

TOTAL

TABLE 22D
FROBISHER BAY

FILE INUKSHK (CREATION DATE = 81/06/11.)
CATEGORY CATEGORY OF PROGRAMME
* * * * * * * * * * *
VARIABLE AVERAGED.. SEGMENTS NUMBER OF PROGRAMMING SEGMENTS
MODE

CATEGORY	COUNT / COLUMN PERCT / ROW PERCENT / TOTAL PERCENT	NONNKSHK FILM OR 1	DAROME-NO O VIDEO 2	DAROME W VIDEO 3	INUKSHUK--MADE VT 4	ROW TOTAL
1 ADULT EDUCATION						
CHILDREN'S EDUCA				5		5
INTER ACTIVE ME			2	37		39
FILM OR VIDEOTAP						
STUDIO FEATURE				16		16
TOTAL COLUMN			2	58		60

TOTAL

TABLE 22E

IGLOOLIK - NWT

FILE INUKSHK (CREATION DATE = 81/06/11.)

CATEGORY CATEGORY OF PROGRAMME

* * * * * * * * * * *

VARIABLE AVERAGED.. LENGTH LENGTH OF PROGRAMMING IN MINUTES

MODE

CATEGORY	COUNT / COLUMN PERCT / ROW PERCENT / TOTAL PERCENT	NONNKSHK FILM OR 1	DAROME-NO O VIDEO 2	DAROME W VIDEO 3	INUKSHUK--MADE VT 4	ROW TOTAL
1						
ADULT EDUCATION			150			150
CHILDREN'S EDUCA			270	759	1	1029
INTER ACTIVE ME			621	5461		6082
FILM OR VIDEOTAP						
STUDIO FEATURE				1072		1072
TOTAL COLUMN			1041	7292		8333

TABLE 22F
IGLOOLIK

FILE INUKSHK (CREATION DATE = 81/06/11.)
CATEGORY CATEGORY OF PROGRAMME
BY
MODE MODE OF PROGRAMME PRESENTATION
* * * * * * * * * * *
VARIABLE AVERAGED.. SEGMENTS NUMBER OF PROGRAMMING SEGMENTS

	MODE				
COUNT / COLUMN PERCT / ROW PERCENT / TOTAL PERCENT	NONNKSHK FILM OR 1	DAROME-NO O VIDEO 2	DAROME W VIDEO 3	INUKSHUK--MADE VT 4	ROW TOTAL
CATEGORY					
ADULT EDUCATION		1			1
CHILDREN'S EDUCA		2	8		10
INTER ACTIVE ME		5	39		44
FILM OR VIDEOTAP					
STUDIO FEATURE			13		13
TOTAL COLUMN		7	60		67 TOTAL

TABLE 22G
BAKER LAKE

FILE INUKSHK (CREATION DATE = 81/06/11.)
CATEGORY OF PROGRAMME
BY
MODE MODE OF PROGRAMME PRESENTATION
* * * * * * * * * * *
VARIABLE AVERAGED.. LENGTH LENGTH OF PROGRAMMING IN MINUTES
MODE

CATEGORY	COUNT / COLUMN PERCT / ROW PERCENT / TOTAL PERCENT	NONNKSHK FILM OR 1	DAROME-NO O VIDEO 2	DAROME W VIDEO 3	INUKSHUK-MADE VT 4	ROW TOTAL
ADULT EDUCATION			150			150
CHILDREN'S EDUCA			120	758		878
INTER ACTIVE ME			796	4990		5786
FILM OR VIDEOTAP						
STUDIO FEATURE				1087		1087
TOTAL COLUMN			1066	6835		7901

TOTAL

TABLE 22H
BAKER LAKE

FILE INUKSHK (CREATION DATE = 81/06/11.)
CATEGORY CATEGORY OF PROGRAME
BY
MODE MODE OF PROGRAME PRESENTATION
* * * * * * * * * * *
VARIABLE AVERAGED.. SEGMENTS NUMBER OF PROGRAMME SEGMENTS

	MODE				
COUNT / COLUMN PERCT / ROW PERCENT / TOTAL PERCENT / CATEGORY	NONNKSHK FILM OR 1	DAROME-NO O VIDEO 2	DAROME W VIDEO 3	INUKSHUK--MADE VT 4	ROW TOTAL
ADULT EDUCATION		1			1
CHILDREN'S EDUCA		1	8		9
INTER ACTIVE ME		7	37		44
FILM OR VIDEOTAP					
STUDIO FEATURE			13		13
TOTAL COLUMN		9	58		67

TOTAL

TABLE 22I
CAMBRIDGE BAY

FILE INUKSHK (CREATION DATE = 81/06/11.)
CATEGORY CATEGORY OF PROGRAMME
BY
MODE MODE OF PROGRAMME PRESENTATION
* * * * * * * * * * *
VARIABLE AVERAGED.. LENGTH LENGTH OF PROGRAMMING IN MINUTES
MODE

COUNT / COLUMN PERCT / ROW PERCENT / TOTAL PERCENT — CATEGORY	NONNKSHK FILM OR 1	DAROME-NO O VIDEO 2	DAROME W VIDEO 3	INUKSHUK--MADE VT 4	ROW TOTAL
ADULT EDUCATION					
CHILDREN'S EDUCA		150	474		624
INTER ACTIVE ME		561	3827		4388
FILM OR VIDEOTAP					
STUDIO FEATURE			1012		1012
TOTAL COLUMN		711	5313		6024

TOTAL

TABLE 22J
CAMBRIDGE BAY

FILE INUKSHK (CREATION DATE = 81/06/11.)
CATEGORY CATEGORY OF PROGRAMME
BY
MODE MODE OF PROGRAMME PRESENTATION
* * * * * * * * * * *
VARIABLE AVERAGED.. SEGMENTS NUMBER OF PROGRAMMING SEGMENTS

	MODE				
COUNT / COLUMN PERCT / ROW PERCENT / TOTAL PERCENT	NONNKSHK FILM OR 1	DAROME-NO O VIDEO 2	DAROME W VIDEO 3	INUKSHUK--MADE VT 4	ROW TOTAL
CATEGORY					
ADULT EDUCATION					
CHILDREN'S EDUCA		1	5		6
INTER ACTIVE ME		5	29		34
FILM OR VIDEOTAP					
STUDIO FEATURE			12		12
TOTAL COLUMN		6	46		52 TOTAL

TABLE 22K
ESKIMO POINT

FILE INUKSHK (CREATION DATE = 81/06/11.)
CATEGORY CATEGORY OF PROGRAMME
BY
MODE MODE OF PROGRAMME PRESENTATION
* * * * * * * * * * *
VARIABLE AVERAGED.. LENGTH LENGTH OF PROGRAMMING IN MINUTES

	MODE				
COUNT / COLUMN PERCT / ROW PERCENT / TOTAL PERCENT / CATEGORY	NONNKSHK FILM OR 1	DAROME-NO O VIDEO 2	DAROME W VIDEO 3	INUKSHUK--MADE VT 4	ROW TOTAL
ADULT EDUCATION					
CHILDREN'S EDUCA		270	549		819
INTER ACTIVE ME		721	5097		5818
FILM OR VIDEOTAP					
STUDIO FEATURE			877		877
TOTAL COLUMN TOTAL		991	6523		7514

TABLE 22L
ESKIMO POINT

FILE INUKSHK (CREATION DATE = 81/06/11.)
CATEGORY CATEGORY OF PROGRAMME
BY
MODE MODE OF PROGRAMME PRESENTATION
* * * * * * * * * * *
VARIABLE AVERAGED.. SEGMENTS NUMBER OF PROGRAMMING SEGMENTS

	MODE				
COUNT / COLUMN PERCT / ROW PERCENT / TOTAL PERCENT	NONNKSHK FILM OR 1	DAROME-NO O VIDEO 2	DAROME W VIDEO 3	INUKSHUK--MADE VT 4	ROW TOTAL
CATEGORY					
ADULT EDUCATION					
CHILDREN'S EDUCA		2	6		8
INTER ACTIVE ME		6	37		43
FILM OR VIDEOTAP					
STUDIO FEATURE			11		11
8 TOTAL COLUMN TOTAL		8	54		62

TABLE 22M

POND INLET

FILE INUKSHK (CREATION DATE = 81/06/11.)

CATEGORY CATEGORY OF PROGRAMME

BY

MODE MODE OF PROGRAMME PRESENTAION

* * * * * * * * * * *

VARIABLE AVERAGED.. LENGTH LENGTH OF PROGRAMMING IN MINUTES

	MODE				
COUNT / COLUMN PERCT / ROW PERCENT / TOTAL PERCENT / CATEGORY	NONNKSHK FILM OR 1	DAROME-NO O VIDEO 2	DAROME W VIDEO 3	INUKSHUK--MADE VT 4	ROW TOTAL
ADULT EDUCATION		150			150
CHILDREN'S EDUCA			653		653
INTER ACTIVE ME		606	5591		6197
FILM OR VIDEOTAP					
STUDIO FEATURE			1147		1147
TOTAL COLUMN		756	7391		8147

TOTAL

TABLE 22N
POND INLET

FILE INUKSHK (CREATION DATE = 81/06/11.)
CATEGORY CATEGORY OF PROGRAMME
BY
MODE MODE OF PROGRAMME PRESENTATION
* * * * * * * * * * *
VARIABLE AVERAGED.. SEGMENTS NUMBER OF PROGRAMMING SEGMENTS

	MODE				
COUNT / COLUMN PERCT / ROW PERCENT / TOTAL PERCENT	NONNKSHK FILM OR 1	DAROME-NO O VIDEO 2	DAROME W VIDEO 3	INUKSHUK--MADE VT 4	ROW TOTAL
CATEGORY					
ADULT EDUCATION		1			1
CHILDREN'S EDUCA			8		8
INTER ACTIVE ME		6	41		47
FILM OR VIDEOTAP					
STUDIO FEATURE			14		14
TOTAL COLUMN		7	63		70 TOTAL

3.0 FEEDBACK

Questionnaires and interviews were used in all participating communities as a way of finding out what people thought of the programmes Inukshuk offered. A total of 529 respondents were contacted on or about January 15, 1981, January 21, April 7, 8, and 9, May 13, 14, and 20.

This was done by two methods. The first was to telephone the household and ask the questions of an adult. The second method was to actually have Project staff visit the household in question, and interview an adult who were at home at the time.

In some communities interviews were conducted on nights when Inukshuk was not broadcasting. In addition, April and May interviews were conducted during a period in which CBC programming included play-off hockey games, a factor which probably influenced viewing patterns.

The surveys were undertaken primarily to gather information about the Inukshuk programmes (if any) that people were watching. The information is therefore important since it represents an organized attempt to answer the questions that this Report is designed to deal with.

Question number 1 asked, "Do you have a TV?". 520 of the 529 respondents answered "Yes", 98.3%. This should not come as a surprise since Fraser's study of the Central Arctic (op. cit.) indicates that television ownership is nearly universal among Inuit. The actual breakdown follows.

DATE	COMMUNITY	"YES"	TOTAL
January 15	E	42	42
January 21	C	37	37
January 21	E	74	74
January 21	P	16	17
January 21	B	107	108
April 7,8,9	F	68	70
April 9	E	42	43
April 9	P	52	52
May 14	B	24	25
May 14	F	35	38
May 13,20	C	23	23
Total		520	529

Question number 2 simply asked "Are you watching TV right now?" Of the 472 respondents, 459, or 97% answered yes. Put differently, one may say that 87% of the total sample was watching television at the time.

Date	Community	Yes	No	Total
January 15	E	42	0	42
January 21	C	37	0	37
January 21	E	59	0	74
January 21	P	14	0	17
January 21	B	99	0	108
April 7,8,9	F	56	13	70
April 9	E	36	0	43
April 9	P	52	0	52
May 14	B	21	0	25
May 14	F	20	0	38
May 13,20	C	23	0	23
Totals		459	13	529

The question "Do you ever watch IBS (Inukshuk)?" drew 78 affirmative responses from those answering the question. Note that these are the responses from people answering the specific question. Although it may seem like a small amount of the total sample it must be borne in mind that the total number of individuals contacted was, as previously noted, probably less than 529. There is, however, no way at this time of knowing how much less. There were different response rates for each question. However, the 78 answering "Yes" do represent 97.5% of the 80 who responded.

DATE	COMMUNITY	"YES"	"NO"	TOTAL
January 15	E	0	0	42
January 21	C	0	0	37
January 21	E	0	0	74
January 21	P	0	0	17
January 21	B	0	0	108
April 7,8,9	F	70	0	70
April 9	E	0	0	43
April 9	P	0	0	52
May 14	B	0	0	25
May 14	F	8	2	38
May 13,20	C	0	0	23
Totals		78	2	529

A more direct question, however, was "If so, what channel are you watching?"

DATE	COMMUNITY	IBS	CBC	OTHER*
January 15	E	23	19	0
January 21	C	20	31	0
January 21	E	45	14	15
January 21	P	12	2	3
January 21	B	62	37	3
Apr 7,8,9	F	4	28	17
April 9	E	20	16	7
April 9	P	33	28	0
May 14	B	12	16	4
May 14	F	6	9	7
May 13,20	20	7	0	
Totals		257	207	56

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* In response to this question many replied that they were listening to the radio at the time. Furthermore, in Frobisher Bay two other television signals were available, in addition to CBC and Inukshuk. Consequently, the column "OTHER" where applicable, refers to radio in settlements other than Frobisher Bay, and radio and/or other television signals in Frobisher Bay.

COMMUNITY	"YES"	"NO"	"NO COMMENT"
C	20	0	1
P	12	0	5
B	68	2	36
B	22	0	0
E	20	5	0
P	42	7	0
C	18	2	0
Totals	202	16	58

Of those answering, 93% responded "Yes" to the "How do you like Inukshuk?" question. Twenty-one per-cent, however, made no comment in answer to the question indicating that the question may not have been understood, perhaps for having been too open-ended.

Question 6 attempted to spot some preference patterns among the viewing audience. Based on four of the most prominent types of programmes, viewers were asked whether they watched;

Meetings;

Cooking With Janet;

Singers;

Movies.

The results are:

COMMUNITY	MEETINGS	JANET	SINGERS	MOVIES
F	52	27	41	51

This suggests a preference for meetings re-enforced by a research project conducted in the Eastern Arctic by the CBC in the Spring of 1981 (see APPENDIX A). These findings should be considered significant since interactive live programming was one of the Inukshuk Project's programming priorities.

3.1 Comments

It is perhaps more interesting to observe the comments that surfaced in the course of the interviews. The information was gathered by a combination of telephone interviewing and household visiting. The comments, while not a systematic poll of people's reactions to the Project, do provide at least, some indicators of "grass-roots" opinion.

"What kind of programmes would you like to see more of? (Your Comments).

°number of reponses in parentheses§

1. Inuit/Inuktitut programmes (7);
2. People on the Land (8); (In Inuktitut, <Nunamiut> may refer to the
   Inuit People themselves);
3. Movies (8);
4. Music, entertainment (5);
5. Cultural programmes (5);
6. Meetings (2);
7. Interviews with professionals in North °sic§ (1);
8. Documentaries on the North (1);
9. Programmes on the people's concerns (1); "people's" in this context
   presumably refers to the Inuit people, since "Inuit" means people
10. Sesamie Street (1);
11. Don't stop (8);
12. Programmes with old folks (1);

13. Enjoy all-community involvement (1);
14. Dislike meetings (6);
15. Some programmes boring (2);
16. Like to see continued (8);
17. Want different programmes (5);
18. We learn from Public Affairs (2);
19. Longer programmes (7);
20. Bad reception º"Signal's bad"§ (8)
21. Only useful for politicians (1);
22. Old ways ºprogrammes about§ (7);
23. More hunting (1);
24. Scheduling problem (4);
25. Other communities wanted shown (2);
26. Keep showing as is (6);
27. Project was too short (3);
28. More interesting than CBC (12);
29. Enjoy documentaries (3);
30. Enjoy local broadcasting (1);
31. Not enough live broadcasting (1);
32. Local gossip in Cambridge Bay was that the Older People really enjoyed Inukshuk.

3.2. Analyst's Remarks

We said earlier that the variable SETMNTS represented the number of settlements participating in a given live broadcast. The variable DISCUSSN represented what seemed to the log keeper, how much participation there seemed to be on air for that broadcast. Both of these types of information were represented by a code number. SETMNTS ran from 1 to 6 and DISCUSSN ran from 1 to 4. It was possible to test these two variables for any systematic relationship between them. This was done on the computer by means of a statistical procedure called "correlation".

Whenever we apply a statistical technique it is important to establish that the numbers which we receive out of the computer really mean something, that they are not what is called "garbage". Therefore we asked, "Do people use the Inukshuk system when it is made available to them, and if so, can a systematic relationship be discovered which we can describe?".

A Pearson correlation of the variables SETMNTS, the number of communities participating in a given programme, and DISCUSSN, the amount of participation and general feedback from the participating communities, yields a value of .1729. The odds against this happening by chance, or by fluke, are calculated at 7.8%. Put another way, if we ran 100 of these tests, only 7.8 of them, or 8 in round figures, would reach as high a level as .1729. Therefore we may may be (100-7.8) or 92.2% certain that this correlation is NOT an accident, that it represents something real.

The resulting interpretation of this correlation co-efficient is that participation WAS related to the number of settlements participating. Therefore we may say, again with 92.2% certainty, that the people used the system when it was made available to them.

Summary & Conclusions

The programing the Inukshuk Project produced may be termed highly successful by the standards of the Project's stated goals. The programming provided to the people in the host communities a wealth of pertinent information which had been previously unavailable to them through the CBC. Forty-five Inuit organizations in the Northwest Territories were extended a vehicle for communicating directly with their constituent communities. On a local level 379 inter-active meetings of these organizations were facilitated.

The large amount of Inukshuk-produced material indicates that Inuit were sucessfully trained to produce material with the objective of clearly putting across ideas and information. Furthermore, the opportunity the Project provided to Inuit organizations to communicate these materials supported existing Inuit broadcasting and media projects, as well as individual Inuit producers and film-makers. The fact that most of the material broadcast over the Network was in Inuktitut re-enforced language and cultural ties across the Territories.

The additional fact that with few exceptions, the programming put out by Inukshuk was new, speaks strongly for the uniqueness of the Network, as well as for its viability as an

alternate means of communication among the Inuit of Canada.

APPENDIX A

Television Research in the Eastern Arctic

In Spring of 1981 the Research Department of the Canadian Broadcasting Corporation conducted a survey of television-viewing behaviour in the Eastern Arctic. This survey followed the pattern of their earlier surveys in the Central and Western Arctic (CBC, op. cit.).

Preliminary findings of this research were made available to the Inukshuk Project evaluator in September, 1981. While the demographic information gathered in is of less-then-pressing interest, the responses of people as to what programmes they watched and wished to see are pertinent to this report.

The CBC research team interviewed 225 people in Cape Dorset and Pond Inlet, on Baffin Island. While both of these communities have CBC reception only Pond Inlet had Inukshuk. Furthermore, Pond Inlet has PIC-TV, Pond Inlet Community Television, a local television station broadcasting items of local, as well as broadly Northern and National interest. Both communities, of course, receive CBC-Northern Service shortwave radio as well as local radio.

There appears to be extremely high interest in both communities in what may be broadly termed, traditional subjects. The younger people interviewed preferred; hunting, sports, legends, old ways, (a CBC programme originating in Yellowknife), concerts (of rock-type music), health programmes, native people, news and current events. The older people interviewed paralleled the younger in preferring programming on hunting, old ways,

legends, news and current events, and native people.

CBC found viewing frequencies of Inukshuk programming as follows: Charlie Panigoniak (the popular Inuk singer), 70% (of those interviewed had watched); Nanook Taxi 70%; Meetings 68%; student discussions 68%; cooking shows (Cooking with Janet) 64%; and the Nunavut land claims series, 54%. The ranking of the programmes was somewhat different for "enjoyment". Seventy-one per cent of those interviewed enjoyed Panigoniak the most; 53% the Nunavut series; 39% meetings; 38% each Nanook Taxi and students' meetings; and 28% for the cooking shows. Most important to note here is the fact that the enjoyment of meetings agrees with the results of the Inukshuk research efforts, as reported under Question 6. One should note here that the following of Charlie Panigoniak crosses generational lines, while Inukshuk's other category "singers", was found to refer primarily to rock singers, popular among the younger generation. Since Inukshuk called both types of music "singers", this re-enforces the findings of Inukshuk that "singers" were quite popular. It should be borne in mind that Nanook Taxi was broadcast frequently by CBC as well as by Inukshuk, hence its popularity, since the same survey suggests that the most popular programmes are those that appear the most frequently. A last notable point is that the "Nunavut" series while the least viewed (54% had seen it) was the 2nd most enjoyed (53%).

The small sample size of the Inukshuk-conducted surveys precludes any comparison for validity with the CBC data. It is consequently probably of greater importance to seriously examine

the CBC figures. A crucial question that the Inukshuk researchers attempted to answer was whether an interest in Inuit-oriented programming exists among the Inuit population of the Eastern and Central Arctic. Answers to queries about CBC-Yellowknife's "Our Ways" reveal a distinct preference for programming on topics pertinent to Inuit cultural interests.

"Our Ways" is a programme offering Inuit and Dene-oriented programming, primarily the latter (63%). Certain of their productions were made available to Inukshuk for broadcast. Some of those were mentioned to the CBC interviewers as having been remembered and enjoyed. Baker Lake Inukshuk's "Whaling" was remembered and enjoyed by 70% of those interviewed.; "Blind Boy" by 54%; "Old Man" by 46%. There does therefore, seem to be evidence independent from Inukshuk-gathered data that Inukshuk-offered programming was popular and well received.

APPENDIX B

Opinions

Some of the actual opinions which made up the comments were recorded in Baker Lake. It is difficult to summarize the opinions in several sentences. Specific concerns were the Project's objectives, the types of programming people wanted to see, the purposes, educational and otherwise, that people would like the Project to have had, as well as wishing that the Project had had more time to run. Comments on the signal reception quality were received, as well as opinions as to the principal language of programming, Inuktitut or English.

Community Survey on the Inukshuk Project

Baker Lake, October 16, 1980

An Elder:

Have not really heard about the project and doesn't know what it's aiming for. Would like to see programs such as: hunting, and anything to do with the culture. Have seen a few programs that Inukshuk put out and thought it was very interesting and will be helpfull in the future. Have not yet participated in any programs but thinks the project will help Inuit communications in the North. Because he wants it to be used for educational purposes he would want the project to continue after (it) is over. The picture is good and the sound is good on their TV set. As for the times the programs are put on, he thinks it would be good to have them on after 5:00 PM when everone's off work and would want the programs on every second day because some CBC programs are good. What he would like to

see locally is someone skinning a caribou, hunting. Last of all, he would like the programs to be in Inuktitut only.

October 16, 1980

Young Person:

Have heard about the Inukshuk project but doesn't know what it's aiming for. Would like to see programs on people playing games. She saw some programs put out by the project and thought they were good. She thinks it will probably help Inuit communications in the North. She would also like the Project to continue after it's over so she can get to see people she doesn't usually see. The picture is clear on their set but has very low sound. She would also like the programs put on every day, preferably in the afternoons. Would like to see people playing games and hunting locally and would like them in both Inuktitut and English.

PART VI: NORTHERN COMMUNICATIONS POLICY ISSUES

Native cultural needs will not be met by a Canadian satellite service consisting of predominantly southern oriented English and French language television content. A modest start has been made in this regard through the CBC Northern Television Service and two Inuit pilot projects under our Anik-B Communications Program. As Canada's first citizens, the native peoples have special needs related to the preservation and strengthening of their cultures. Their traditions are increasingly threatened by outside developments such as satellite television.

Minister of Communications Francis Fox
Speech made to the
Broadcast Executives Society
Toronto, Ontario
October 21, 1980

1.0 NORTHERN COMMUNICATIONS POLICY

ITC's proposal to implement a pilot project through the ANIK-B Programme was the direct result of Inuit frustration with regard to northern communication policy. Working since 1975, ITC played an important role in the extension of telephone services to northern communities. But during the same period, television was introduced to the North and ITC worked without success to influence Federal agencies to meet the regional needs of northern viewers through Inuktitut programming. A chronology of ITC activities in relation to northern television service appears in the Appendix.

The frustration Inuit felt in regard to this process is clearly expressed in the following portion of a letter written by the President of ITC to the Chairman of the CRTC, September 28, 1978:

> I am writing to inform you that Inuit Tapirisat of Canada (ITC) will not be intervening at the Public Hearing beginning Oct. 2 in Ottawa to consider CBC's network license renewal. We and other northerners have intervened in all CBC license renewal hearings relevant to the North during the past two and a half years.
>
> We have spent countless hours of time and energy trying to inform the CRTC about the CBC Northern Television Service and outlining the needs and rights of Northerners. I have attached a chronology of ITC's continual efforts over the past two years to change the CBC Northern Television Service to more genuinely reflect the Northern reality.
>
> Our position at the CRTC Hearings has been and remains, the CRTC must direct the CBC to increase the amount of regional programming on the CBC Northern Television Service. Despite our petitions, the CRTC had given no direction to the CBC other than to state they view the concerns of Inuit "very seriously". The CBC Northern Television Service still airs a mere half hour a week of programming produced for the North out of 112 programming hours.
>
> For this CBC network license renewal you held hearings in eight Northern communities, and received taped representation from a ninth. This evidence, coupled with

> our evidence from previous hearings leads irrefutably to the conclusion that the regional programming content of the CBC Northern Service must be increased.
>
> ITC will not be intervening in this hearing because past experience leads us to believe the CRTC will not do anything to compel the CBC to increase its Northern programming content.

ITC's experience over the years indicated that if Inuktitut television programming were going to be available in the North, Inuit would have to provide it. This motivated the pilot project proposal and subsequent ITC actions. At the same time, ITC felt the urgent need to control the introduction of additional English-language television service proposed for the North.

1.1 ITC Resolutions

In response to developments in northern cable and pay television, ITC passed a resolution on September 7, 1979 at its Annual Meeting in Igloolik. The assembly resolved "that the communities will not accept any more television channels in their communities (other than CBC) unless they control the channels and unless any money that is collected in the community for those channels goes to a community broadcasting society for the production of Inuit television programs" (Quarterly Report, February 4, 1980). The presentation and passing of this resolution was a result of Inuit involvement in the Inukshuk Project and the potential it represented to Inuit people.

At the ITC Annual Meeting held in Coppermine in the Fall of 1980, the assembly heard a progress report on the Inukshuk Project and, on October 9, unanimously passed a resolution in support of an Inuit Broadcasting System. The resolution includes a lengthy rationale and two statements related to forming an

Inuit Broadcasting System:

a. The CBC Northern Service, the Inukshuk Broadcasting System, and TNI be merged to create a new broadcasting network and system in Canada under conditions to be negotiated by all parties concerned.

b. The Inuit Tapirisat of Canada and the Canadian Government in their negotiations on Inuit claims must include communications as one of their items of priority for negotiations and eventual agreement.

In support of these resolutions, ITC directed Inukshuk staff to appear at CRTC hearings, hold discussions with CBC Northern Service, submit funding proposals and formally establish an Inuit Broadcasting Corporation. The resolve and timing of ITC's action was directly related to Inuit involvement in the ANIK-B Programme.

Summary & Conclusions

At Annual Meetings in 1979 and 1980, ITC made strong resolutions with regard to community control of broadcasting signals and the establishment of an Inuit broadcasting system in the North. The timing and resolve of ITC's action was directly related to Inuit involvement in the ANIK-B Programme.

1.2 CRTC Representations

ITC and TNI executive, the Inukshuk Project Director and individual Inuit made strong presentations and definite proposals at several CRTC Hearings held during the Project.

1.2.1 Extension of Television Hearings

CRTC held hearings on the Extension of Television to Remote and Northern Communities and Pay TV early in 1980. For the first time ever, the CRTC Committee included an Inuit. ITC presented a

position paper for which Inukshuk staff did considerable research.

The first hearing was held in Baker Lake and, on February 28, David Simailak presented ITC's position to the Committee. The presentation discussed 7 main points. 1) the establishment of a special programming fund; 2) the distribution of productions by an Inuit broadcasting system; 3) the establishment of an up-link transmitter in an Inuit community; 4) local access to the TV transmitter; 5) use of videotape for education and community development purposes; 6) extension of service to all communities, and; 7) community control of additional channels on the satellite. (CRTC Hearing, Baker Lake, Feb. 28, 1980, pp.29-30). In summary, the presentation proposed cutting back the number of hours of CBC programming and providing 4 to 6 hours of weekly satellite time to an Inuit Broadcasting System for Inuktitut programming. The IBS would receive $2,000,000 annual funding, increasing to $5,000,000 in 5 years from southern Pay TV revenues as proposed by the Joint Action Committee on Pay TV and Satellite Policy, of which ITC is a member.

Upon completion of the presentation, the Chairman of the Committee noted:

> I believe that there is a very important idea in your brief. I heard three (3) of four (4) different briefs from ITC but I think in this one, from what I gather, one of the most important ideas in that brief is the creation, in fact, of a network from east to west. I understand that in the past many of the ITC briefs have given concerns about delivery of programming, the distribution of programming, but I think this is the first time you are putting forth now, on account of the fact that you have the technology there, the idea of a third network and also the sharing of channels. (ibid.: 36-37)

Several Inuit spoke at the hearing in support of Inuit access to Northern communication technology and Inuktitut programming. A portion of the statement made by Norman Attungala exemplifies the concern of older Inuit and their interest in an Inuit Broadcasting System:

> When we first heard that television was coming to Baker Lake a number of years ago, my original thought at that time was that this was going to be very helpful, very entertaining to both me and my children because I have many children. There is no doubt many parents have the same concerns as I have. I thought it would be very helpful to me and my children. Today my thoughts, my views have turned around completely. There are times now when I have to force my children to turn off the television set to give them an opportunity to hear some Inuktitut be it either from people who are visiting or from the radio.
>
> . . . .my main concern and I am sure it is the concern of many people in the North, is that you now have two audiences watching television, one group that does not understand a word of English and the other does and most of the programming on television is English.

CRTC hearings were held in Ottawa in April, where ITC and TNI made a joint presentation on April 18. Michael Amarook and David Simailak appeared for ITC and Eric Tagoona read TNI's presentation on behalf of Josepi Padlayat. ITC reiterated and emphasized their position as presented in Baker Lake.

In the subsequent report of the Committee on Extension of Service to Northern and Remote Communities, CRTC recommended a number of measures which support the provision of native language television programming in the North. Because of their importance to northern communication policy, the Committee's eight recommendations are included here.

> Recommendation 1 The CRTC should immediately call for licence applications for the delivery, in remote and underserved areas, of a range of Canadian satellite

television services that would be attractive to Canadian audiences.

Recommendation 2 As a purely interim measure of an experimental nature, the federal government should arrange and pay for one composite public service of alternative entertainment programming to be delivered by satellite to remote and underserved areas as authorized by CRTC.

Recommendation 3 Immediate action should be taken to ensure that the national radio services be made available in all parts of Canada as soon as possible.

The Committee has further concluded that there are some broad principles that should govern planning for the extension of broadcasting services to remote and underserved areas of Canada and the following recommendations embody those principles.

Recommendation 4 Canada must fulfill its obligation to provide opportunity for its native peoples to preserve the use of their languages and foster the maintenance and development of their own particular cultures through broadcasting and other communications.

Recommendation 5 The extension of broadcasting services to northern and remote areas must not rely upon subsidies from pay-television.

Recommendation 6 It must be recognized that residents in remote areas may have to contribute to the cost of receiving all but the national broadcasting services, and such contributions must be kept down to the lowest feasible amounts.

Recommendation 7 Approval for the introduction of any new satellite service must take into account the essential need to provide, maintain, or expand facilities for community and regional services.

Recommendation 8 Planning for the broadcasting system of the future must be flexible enough to accomodate technological, legislative, and structural change. (CRTC, "The 1980's: A Decade of Diversity; Broadcasting, Satellites, and Pay-TV; Report of the Committee on Extension of Services to Northern and Remote Communities, Summer, 1980)

Inuit participation in the ANIK-B Programme furnished the information which formed the basis of the ITC position paper. As the Committee acknowledged, the paper offered a new and feasible method to provide Inuit broadcasting in the North, which

influenced policy recommendations.

1.2.2 CBC Licence Hearings

ITC filed an intervention with the CRTC on December 17, 1980, in opposition to CBC's licence application for a second northern satellite channel (CBC-2). Presented in Ottawa on January 14, 1981, the intervention proposed that CRTC deny CBC's application until such time as CBC has established a northern television service which meets the needs of native northerners and the objectives of the Broadcasting Act. In its reply to the CRTC, CBC stated its willingness to negotiate with ITC regarding the dedication of a northern satellite channel on ANIK-D. The ANIK-B experiment provided the knowledge and experience for ITC to propose a feasible alternative at the time of the intervention.

1.2.3 Extension of Service Hearings

In response to the CRTC Call for License Applications for Extension of Service to Remote and Underserved Communities, ITC filed an application for a network television license to operate an Inuit television service. Filed on November 28, 1980, the application was also an intervention to all other applicants.

ITC held meetings with CBC Northern Service regarding the ITC resolution for a merger of CBC Northern Service, Inukshuk, and TNI, and the ANIK-D licence application. CBC agreed to intervene at the hearing in support of ITC's licence application. They made the commitment to make a joint approach to the Federal Government for funding of a shared channel on ANIK-D dedicated to the North. In the interim, CBC Northern Service agreed to make

satellite time on channel B available for Inuit broadcasting beginning September 1, 1981.

ITC held meetings with Telesat to discuss technical requirements for an Inuit broadcasting system. Telesat's response formed part of ITC's application for an Inuit television network licence.

On February 9, 1981, ITC appeared at the CRTC Extension of Service hearing in Ottawa. ITC spoke as intervenors on February 12, making a strong statement against the introduction of additional southern channels to the North without community consent and control, and reiterating the proposal that Pay-TV revenues be used to support Inuit programming, production facilities, and a northern up-link for live, northern broadcasting. In regard of this hearing, the Hamlet Council of Pond Inlet wrote a letter to CRTC urging that one applicant's proposal be denied. The letter states in part:

> At the infancy of communications in the N.W.T the Inuit should be allowed to keep pace with the growth of communications systems. If the applicant's proposal is accepted the ITC's endeavour to establish Inuit Broadcasting System will be undermined. We ask you to review the impact it will cause on the smaller communities of the N.W.T. In this crucial period of time when Inuit are getting involved in communications, introduction of what the applicant is proposing could ultimately eliminate Inuit involvement directly.

The ITC licence application was supported by CBC, TNI, the Association of Canadian Universities for Northern Studies, all of whom appeared at the hearing. In addition, written interventions were submitted by the Labrador Inuit Association, the Canadian Association for Adult Education, and by George Swinton, and Allan

Clark.

The action taken by ITC and other Inuit organizations toward licencing an Inuit broadcasting system was a direct result of Inuit participation in the ANIK-B Programme. The ANIK-B experiment provided trained personnel, production resources, and practical methods to allow the establishment of such a network. In particular, experience gained through the Project determined practical methods for a long-term television service to the North, and the success of Inukshuk re-enforced Inuit resolve to establish this service.

On July 22, 1981, the CRTC issued a licence for an Inuit broadcasting network to be established through a newly-formed Inuit Broadcasting Corporation. However, the CRTC rejected ITC's proposal to fund northern broadcasting through Pay-TV revenues.

Summary & Conclusions

During the Project time period, Inuit representations in regard to northern broadcasting were made at 3 important CRTC hearings. The information, experience, and proposals which formed the basis of these representations were furnished through Inuit participation in the ANIK-B Programme. As a result of the representations, ITC influenced CRTC policy recommendations on northern broadcasting, CRTC licenced an Inuit Broadcasting Corporation, and Inuit established co-operation with CBC to provide Inuktitut programming in the North.

1.3 Inuit Broadcasting System

In addition to applying for a network licence, ITC and TNI began the process of formalizing an Inuit Broadcasting

Corporation and obtaining funding for Inuktitut television service to the North. The CRTC had rejected ITC's proposal involving Pay-TV revenues. However, as a result of the Inukshuk Project, ITC designated communications as a topic for negotiation under Land Claims. This assured long-term funding for Inuit broadcasting through an eventual Land Claims settlement.

On December 4, 1980, the Organizations held a meeting with the Federal Ministers of Communications and Northern Affairs to request financial support for the service initiated through the Inukshuk and Naalakvik II Projects until such time as a communications programme has been negotiated through Inuit Land Claims. The Ministers agreed to make a joint submission to the Ministry of State for Social Development requesting short-term funding for Inuit television production in the Northwest Territories and Northern Quebec. Treasury Board approved the funding submission and, in July 1981, ITC and TNI received $3.9 million to sustain Inuit television production in the two regions for a two-year period.

In the summer of 1981, a national Inuit broadcasting network was established through the incorporation of the Inuit Broadcasting Corporation. A founding meeting was held in Baker Lake in July and the Corporation has established a Board of Directors. The newly-formed organization is totally independent of ITC and has acquired new offices in Ottawa. Again, Inuit action and Federal Government support were directly related to Inuit participation in the ANIK-B Programme. The success of the Inukshuk Project demonstrated the feasibility of providing

Inuktitut television to the North and initiated training and production necessary to long-term programming capability. Inuit response to the Project demonstrated the need for this service and re-enforced Inuit determination to institute a national Inuit broadcasting network.

Summary & Conclusions

As a direct result of Inuit involvement in the ANIK-B Programme, ITC and TNI began the process of formalizing the Inuit Broadcasting Corporation and obtaining funding for Inuktitut television service to the North. The network was incorporated and received funding for a two-year period in July, 1981. A founding meeting was held in Baker Lake and the independent corporation has established a Board of Directors.

1.4 Influences on Agencies and Organizations

In addition to influencing CBC with regard to northern communication services, the Inukshuk Project led ITC to make a number of agency proposals, and two organizations consulted with Inukshuk in formulating their own communications programmes.

1.4.1 National Film Board

Work with the Inukshuk Project re-enforced awareness of the important role the NFB could play in the North. ITC proposed that the NFB set up a Northern Support Programme under the direction of the Inuit production centres. The proposal was accepted and a March, 1980 NFB document notes:

> The National Film Board plans to consolidate its existing northern operations within a Northern Support Project. The primary objective of this program would be to promote the production and the distribution of native and native-language productions. One person will be designated

co-ordinator of this project and will be located at the NFB's Montreal headquarters.

In the beginning, this project will focus on Inuit audio-visual requirements. (Some Thoughts on Broadcasting, NFB, March 1980:7)

This development is a significant move toward increasing the NFB role in providing badly-needed production support services and distribution services in the North.

1.4.2 Department of Secretary of State

Initiated through the Inukshuk Project, the Keewatin Regional Production Centre has been established as an important facility for providing Inuktitut programming. The Centre represents essential equipment, trained staff, and an impressive stock of videotapes and raw footage for future programming. Because consistent funding was critical to the future of the Centre, Inukshuk submitted a proposal to the Department of Secretary of State on February 17, 1980. The proposal requested that the Keewatin Regional Production Centre be funded through their Native Communications Programme. The total funding submission was $199,175 for the period between August 1, 1980 and March 31, 1981. The Secretary of State acknowledged receipt of the proposal on April 15. His letter noted that the Native Communications Programme was currently under review and even with Cabinet approval of a new Programme, a new society could expect no more than $50,000 for the first year of operation. This was confirmed at a meeting of the Department held in Winnipeg on June 5 and 6, 1980, when it was also determined that existing societies such as Nunatsiakmiut and TNI would not receive increases over and above their current level of funding. To

date, no Treasury Board submission has been approved to continue the Native Communications Programme. In retrospect, funding for the Keewatin Centre through the Programme appears unlikely. The submission re-enforced the Department's awareness of the need to include northern communication societies in the Programme. The current situation further supports the need for indeoendent funds to continue Inuit television production in the North.

1.4.3 Sponsored Films

During the Project, the Ontario Educational Communications Authority (OECA) proposed to film a 13-part television series on the North and consulted with ITC about submitting a funding request for $140,000 to DINA. ITC stated that OECA must train and employ staff from the Inuit production centres in the filming project and requested that DINA make this a condition of funding. OECA has agreed to include Super-8 and .75 inch video segments which will be blown up to 16mm and to include Inukshuk staff on location shooting in a training capacity. ITC's insistence that northern sponsored films utilize Inuit production resources and staff resulted from production experience during the experiment and the establishment of the Keewatin Regional Production Centre.

1.4.4 Federal Cultural Policy Review Committee

ITC and the Inuit Cultural Institute prepared submissions to the Federal Cultural Policy Review Committee which made representation regarding the need for an Inuit broadcasting system. This action emerged from Inuit experience during the ANIK-B Programme.

1.4.5 Native organizations

The Dene Nation and the Council of Yukon Indians have consulted with Inukshuk and Inuit Broadcasting Corporation staff in formulating their own communication proposals and programmes. Their interest indicates the important role the ANIK-B Programme played in demonstrating the feasibility of northern television services and establishing resources for native language programming. Contact with other Organizations and agencies suggests that the Inukshuk Project has re-enforced interest in satellite communication by small users.

Summary & Conclusions

In addition to influencing the CBC in regard to northern communication services, the Inukshuk Project led ITC to make proposals to the National Film Board, and the Department of Secretary of State, the Department of Indian and Northern Affairs. The Dene Nation and the Council of Yukon Indians consulted with Inukshuk and Inuit Broadcasting Corporation Staff in formulating their own communications proposals and programmes. These activities emerged from Inuit experience during the ANIK-B Programme and indicate the Programme's important role in planning northern communications services.

PART VII.: COST BREAKDOWN AND PROJECTIONS

"The priorities of people in the north are very different from those of people in the south. Ours is a very loose culture, has always been and will always be, I hope, and I feel that any services that become available to communities in the north should be structured to suit the needs, the wishes, the aspirations of people in the north instead of setting up aa very solidly structured technology and having people ending up having to rearrange their priorities to suit that technology.

David Simailak
CRTC Hearings
Baker Lake
February 28, 1980

1.0 COST BREAKDOWN AND PROJECTION

ITC proposed the Inukshuk Project to gather information on appropriate communications systems which could meet the needs of Inuit communities. Goals of the Project include comparison of the cost and effectiveness of distribution systems demonstrated during the 3-year period.

1.1 Project Budgets

Budgets for each phase of Project implementation were submitted to the Liaison Committee on a quarterly basis. These detailed Inukshuk expenditures in relation to equipment for the Studio, Production Centre and communities, training, staffing, programme production, and videotape distribution. Projected budgets were notably close to actual expenditures throughout the Project. Figures stipulate fully how funding for the Inukshuk Project was spent. In addition, Project implementation involved numerous hidden costs and donations. The Department of Communications supplied satellite channel time, ground stations, and the expertise of the Supervising Technician and CRC personnel for the ANIK-B experiment. Donations of labour, equipment, housing, services and cost-shared programmes, have been noted in the Report. These factors make it difficult to project the actual cost of the Inukshuk systems had they operated on a commercial basis. However, cost comparison of the systems and the ways in which Inukshuk used them can be estimated from budgetted expenditures and "ball-park" figures supplied by the Consulting Technician.

The advantages and disadvantages of different communication services for Inuit communities are then discussed in relation to actual experiences during the Inukshuk Project.

1.2 On-Site Meetings

Meetings among Inuit normally require travel to a central location. Short meetings involving few participants might occur through conference telephone calls, but the majority of meetings demand extensive travel. Inuit concern with the hardship this imposes on their leaders was expressed in the ANIK-B pilot proposal.

In May 1981, Inukshuk held a 10-day Wrap-up session in Baker Lake from which estimates of such meeting costs can be drawn. Seventeen participants travelled to Baker Lake for the meeting, 5 from Southern Canada, 12 from locations in the North. In Baker Lake, participants were billeted in homes, a factor which minimized hotel expenses in the community. Travel and accomodation expenses for the meetings included the following:

5 x $ 743	Frobisher Bay-Baker Lake	=$4,458
2 x 1,093	Igloolik-Baker Lake	= 2,186
1 x 948	Montreal-Baker Lake	= 948
3 x 979	Ottawa-Baker Lake	= 2,937
1 x 672	Winnipeg-Baker Lake	= 672
2 x 1,026	Cambridge Bay-Baker Lake	= 2,052
2 x 262	Eskimo Point-Baker-Lake	= 524
1 x 1,394	Eskimo Point-Baker Lake	= 1,394

Sub-Total= $15,171

Room and Board: 17 x $30 x 10 nights	5,100
En-route Accomodation: 17 x $40 x 2 nights	1,360
En-route Meals: 17 x $44 x 2 days	1,496
Incidentals and Taxis: 17 x $3 x 12; 17 x $10	782
Sub-Total =	8,738

$15,171

8,738

$23,909

Cost per Hour:

10 days at 8 hours-per-day: Cost per hour	$ 298.86
10 days at 10 hours-per-day: Cost per hour	$ 239.09

On-site meetings have the obvious advantage of providing a communication setting in which both information distribution and discussion of issues are maximized. This is particularly relevant for meetings which consider controversial issues, require participatory decisions, and include many participants. Meetings in a central location also provide flexible time schedules which can accomodate the expansion of discussion into evening sessions, etc. On the other hand, travel for meetings is inconvenient, time-consuming, exhausting, and places considerable pressure on both participants, and their families. In addition, meetings require substantial planning and organization, factors which limit their immediacy and assume budget allocations for travel expenses.

1.3 Meetings by Teleconference

The expense, time, and inconvenience of travel in the North provides a role for meetings by teleconference. The Inukshuk Project held regular teleconference meetings among the 6 Community Co-ordinators and the Programming Co-ordinator prior to the ANIK-B experiment. The commercial rate for teleconferencing is approximately $6 per minute per community. This indicates the following costs:

$2 x 10 minutes x 6 communities	$ 120

$2 x 30 minutes x 6 communities	$ 360
$2 x 60 minutes x 6 communities	$1080

Teleconferencing can be used to transmit information to multiple locations. It requires relatively little organization and planning, and provides immediacy. However, Inukshuk experience suggests that for meetings which include discussion of issues and decision-making, 6 participants is maximal, and fewer is probably optimal. The medium is not conducive to the discussion of controversial issues and limits interaction to verbal cues, a factor which is important when communication involves different languages and dialects.

1.4 Videotape Distribution

The distribution of videotapes among communities is attractive in the North, where Inuit receive little relevant information, particularly in Inuktitut. The Inukshuk Project established a videotape distribution system which cost-shared playback units and distributed videotapes on a regular basis to 15 communities on Baffin Island, the Keewatin, and the Central Arctic. Basic costs of this system included the following items:

1.4.1 Distribution Costs

a. Playback Units

15 units x $3,000 (communities paid $1,500; Inukshuk paid $1,500;) $45,000

b. Videotapes

117 tapes x $9.70 duplication charge (60 minute tape) x 10

copies $11,349

c. Air Cargo* (one way)

Baffin Island: 25 lb. box

(12 tapes) average cost $ 50

average 90 tapes--7.5 boxes;

$525 x 8 communities $ 4,200

Keewatin: 25 lb. box (12 tapes) average cost $ 50

average 90 tapes--7.5 boxes;

$375 x 2 communities $ 750

Central Arctic: 25 lb. box

(12 tapes) average cost $ 70

average 90 tapes--7.5 boxes

$525 x 5 communities $ 2625

* Videotapes were returned by mail at the expense of the communities. The average Air Cargo rate for Baffin appears high because it includes Sanikiluaq.

d. VTR Librarian

half-time salary and benefits at

$15,750 per annum $ 7,875

TOTAL $71,799

1.4.2

a.Cost per tape copy $ 61

Cost per copy $71,799/1170 (10 copies of 117 tapes)

b. Cost per program copy $ 67

$71,799/1070 (10 copies of 107 programs)

c. Cost per 1-hour program copy $ 70

Including return mail charges, average

Videotape distribution has the advantage of providing permanent information sources to multiple locations.

1.5 Satellite Distribution and Interaction

Geographical distance in the North establishes satellite systems as highly appropriate for distributing immediate information on a wide-spread basis. In addition, the interactive audio capacity of the ANIK-B satellite provides for immediate feedback.

The Inukshuk Project centred on an 8-month ANIK-B experiment which used the satellite system to distribute audio/video information from a central location to 5 communities, and established interactive audio among the 6 communities.

The following breakdowns estimate the basic costs of using the ANIK-B satellite system on a commercial basis for the 6-community Inukshuk network. The breakdowns include rough estimates of current cost and assume the full use of a satellite channel by several users which cost-share its rental. Expenses related to equipment repair and replacement are not included here.

1.5.1 Video and Audio Transmission

Studio equipment $ 75,000

Labour	50,000
Up-link	200,000
Satellite Channel:	
rental per annum	3,000,000
Total	$3,325,000
Cost per program/hour	
$3,325,000/(365 days x 24 hours)=	$379.56

1.5.2 Video and/or Audio Receive: Audio Transmission

Equipment and Labour	$50,000
Up-link	200,000
(Cost of Satellite Channel included above)	
	$250,000
Cost per program/hour	
$250,000/8760 hours	$28.54

1.5.3 Audio-only Transmission/Receive

Studio equipment and Labour	$75,000
Labour	50,000
Up-link	200,000
Satellite Channel	33,333
($3,000,000 rental per annum/(1/90) of 900 telephone channels at 10% loading	
Cost per Programme/hour	
($358,333/8760)	$40.90

Operational Canadian Satellites are designed to transmit both audio and video signals. Were a system designed to operate audio only, the cost of interactive audio could be further reduced to the following figures:

Studio Equipment and Labour	$ 75,000
Up-link	200,000
Satellite Channel	33,333
($3,000,000 rental per annum/(1/90) of 900 telephone channels at 10% loading	
Total	
	$308333

Cost per Programme-hour

$308,333/8760 =$35.19

5.4 Inukshuk ANIK-B Network	Cost per Programme/hour
Video and Audio Transmission:	
Audio Reception (1 location)	$379.56
Video and/or Audio Reception:	
Audio Transmission	
(5 locations= $28.54 x 5)	142.70
Total	$522.56

a. Call-in Programmes

Commercial telephone rates for station-to-station calls from the 5 Inukshuk communities to Frobisher Bay average $2 for 3 minutes. Assuming that during one programme hour, each community made one call of 3-minutes duration, the cost per hour would average $10.

Facsimile Equipment

Facsimile equipment was installed in the Inukshuk communities to allow the immediate transfer of written information among the 6 communities and the Ottawa office. At a cost of $2,100 plus tax, per unit, this equipment cost $13,608, in addition to regular telephone exchange rates upon usage.

1.5.5 Inukshuk Network: Interactive Audio Only	
Audio transmission/receive	
(1 location)	$40.90
Audio/transmission/receive	
(5 locations: 5 x $28.54)	$142.70
TOTAL	
	$183.79

Satellite systems are uniquely designed for broadcast television among Northern communities. Satellites distribute immediate video information to multiple locations and provide different options for communication settings. In addition, the interactive capacity of the ANIK-B satellite allowed immediate feedback from participant receivers. Inukshuk broadcast to large and small meeting rooms in the 6 network communities, 5 of which also had home reception. Interactive broadcasting established immediate feedback from the meeting room locations and a procedure for telephone calls allowed response through the Community Co-ordinators or on a "call-in" basis.

The Inukshuk ANIK-B experiment demonstrated that satellite transmission is highly effective for broadcasting Inuktitut television, and that immediate feedback is an important factor in the effectiveness of distributing educational or issue-oriented information to Inuit communities. The Project also indicates that interactive broadcasting is an effective medium for holding meetings among Inuit communities, but suggests that video transmission is seldom an essential addition to interactive meetings. The option of video broadcasting means that interactive broadcasting differs substantially from teleconferencing. Like teleconferencing, however, interactive audio is most effective for meetings which involve relatively few participants; Information transfer or the discussion of non-controversial issues, participants who know each others' communication habits and speak the same language or dialect. Given an operational network, interactive

broadcasting requires relatively little planning and organization.

1.5.6 Inukshuk Network: Small Groups, On-Site

The interactive capacity of ANIK-B suggested using the satellite to hold lengthy meetings which otherwise would require staff travel to a central location. In January 1981, Inukshuk held an evaluation meeting using the ANIK-B network to link small staff groupings in Baker Lake and Frobisher Bay with staff in the four other communities. This meant that 5 staff working in the South travelled to these locations, but staff in the North remained in their communities. Meetings were held during the 16.5 hours of satellite time scheduled for Inukshuk programming. Costs for such a meeting would include project costs of satellite time, and the travel expenses of staff members.

a. Satellite Costs

One way video; two-way audio	
Cost per programme/hour	$522.56
Total (16.5 hours)	$8,622.24
Audio only:	
Cost per programme/hour	$183.79
Total (16.5 hours)	$3,032.53

b. Travel Costs

1 Frobisher Bay-Baker Lake	$743
1 Winnipeg-Baker Lake	672

1 Ottawa-Baker Lake	979
1 Ottawa-Frobisher Bay	585
1 Montreal-Frobisher Bay	505
Sub-Total	$3,484
Room and Board: $5 x $30 x 10	$1,500
En route accomodation	
2 x $40 x 2 nights	$160
En route meals	
2 x $44 x 2 days	$176
Incidentals and Taxis	
5 x $3 x 10	$150
5 x $10	$50
Sub-Total	$2,036
Total	$5,520

Projected costs of one-way video, two-way audio satellite network and travel for 16.5-hour meeting $14,142.24

Cost per hour: $857.10

Projected Cost of interactive audio only satellite network and travel for 16.5 hour meeting; $8552.53

Cost per hour $518.33

Projected cost of teleconferencing and travel for 16.5 hour meeting:

($2 x 990 minutes x 6 communities=$11.880

$17,400

Cost per hour $1054.54

Details of the meeting are discussed in the Introduction, Section 1.4.3. The experience demonstrated that the interactive system is an effective substitute for certain types of face-to-face meetings, particularly those for which participants are well prepared and which emphasize information transfer as opposed to issue resolution.

1.6 Inukshuk Information Distribution:

Comparative Cost

	Cost per Hour	Cost per 100 Hours
a. Videotape Distribution		
15 communities	$70.00	$7,000.00
b. On-Site Meetings		
travel expenses; 17 participants; 10 days; 8 hours per day	$298.86	$29,886.00
c. Meetings by Teleconference		
6 communities	$1080.00	$108,000.00
d. ANIK-B Satellite Network		
1. 6 communities: one-way video; two-way audio	$522.56	$52,256.00
2. 6 communities; audio only	$183.79	$18,379.00
e. Satellite Network with On-Site Small Groups		
travel expenses for 5 participants; 6 community network		
1. ANIK-B one-way video; two-way audio	$857.10	$85,710.00
2. ANIK-B audio interaction only	$518.33	$51,833.00
3. Teleconferencing	$1054.54	$105,454.00

The above figures project communication settings of significantly different quality and are based on rough estimates. However, they are useful to indicate the comparative cost of different communications systems which can meet the needs of Inuit Communities.

1.7 Discussion

Videotape distribution is clearly the least expensive system for distributing information in the North, even though Inuktitut versioning would increase the cost of a projected system. Videotape distribution cannot fully meet Inuit requirements for immediate, relevant information in Inuktitut and does not normally provide immediate feedback or general

access to information. However, videotapes are extremely useful and effective for educational settings, where they can be used within the context of a classroom, meeting, or discussion.

Interactive audio is the second least expensive method of distributing information among northern communities. Present costs could be further reduced were Canadian satellites designed exclusively for audio networking. Teleconference costs are almost double that of network service.

Audio networking excludes visual information and is most effective in particular contexts. But its immediacy and range establish it as highly useful for meetings among Inuit groups, particularly those without budgets for travel. The relative costs of renting a satellite channel for audio and video transmission mean that adding one-way video to the audio network almost triples the cost. Inukshuk's experience indicates that video transmission does not normally add to the effectiveness of interactive meetings and can even impede effectiveness. On the other hand, video transmission is highly effective for transferring broadcast information to Inuit communities. It provides immediacy and general access at limited cost and, through "call-in" procedures, includes immediate feedback.

On-site meetings remain a relatively expensive method to distribute information among participants, particularly in relation to longer sessions. The on-site communication context continues to be most effective for meetings requiring decision

making, issue resolution, and controversy.

Meetings held by combining the satellite network and small on-site groups are relatively inexpensive, but can effectively substitute for meetings requiring extensive travel. The immediacy and convenience are important factors in relation to meeting Inuit requirements.

Teleconferencing, like audio networking, is effective for information transfer and meetings among Inuit. However, the relatively high cost limits the application of the system to Inuit organizations which have budgeted for the expense.

Summary & Conclusions

Expenses for the commercial use of different communications systems demonstrated during the Inukshuk Project have been estimated using figures from Project budgets and rough estimates of commercial service costs. Comparisons represent projcted communication settings of significantly different quality.

Vidotape distribution is the least expensive system for distributing information in the North, followed by audio-only inter-active broadcasting. The former provides permanent information sources and is particularly useful for educational settings which assure feedback. The latter offers immediacy and feedback, and is highly useful for meetings among Inuit. Teleconferencing is equally effective but costs are almost double that of network service. The relatively high cost of teleconferencing limits its application to Inuit organizations which have budgetted for the expense.

Adding one-way video to the audio network almost triples the cost, and Inukshuk experience indicates that video transmission does not normally increase the effectiveness of meetings. On the other hand, broadcast television is highly effective for providing information to Inuit communities. It assures immediacy and general access at limited cost and, through "call-in" procedures can include immediate feedback.

On-site meetings are a relatively inexpensive method to distribute information among participants, particularly in relation to longer sessions. They are the most effective communication setting for decision-making and issue resolution.Meetings combining the satellite network and small, on-site groups are relatively expensive, but effectively substitute for meetings requiring travel.

Cost comparison during the Inukshuk Project indicates that to make the most effective and cost-efficient use of satellite systems, small users must be encouraged to share the expense of satellite channels.

Recommendations

That future plans to meet Inuit communications requirements consider the effectiveness and relatively limited cost of videotape distribution, interactive audio networking, and broadcast television.

That given the widespread application and limited expense of audio-only inter-active broadcasting, northern communication policy encourage Canadian satellites designed exclusively for this purpose.

That to make the most effective and cost-efficient use of satellite systems, small users must be encouraged to share the expense of satellite channels.

PART VIII.: CONCLUSION

The ITC Project is specifically designed to develop expertise and create awareness of the potential of tele-communications to deliver new services. By the end of ITC's pilot project, literally every Inuit organization, every community council and in the project communities, every individual, should have a very good awareness of the potential of tele-communications to meet their communications needs.

Anik-B Feasibility Study

Inuit Tapirisat of Canada

December, 1977

1.0 CONCLUSION

The Inukshuk ANIK-B Project was an experiment in the broadest sense of the term. ITC proposed the pilot project with no pre-disposed plans for an end service. "Hands-on" experience and feedback from Inuit in the communities provided information to determine Inuit service needs. Broadcast television and interactive audio-video were tried to suggest ways in which satellite transmission could be used to meet Inuit communication needs. A videotape distribution system was established to determine if this were a meaningful information channel for Inuit communities, including those without broadcast television. Trained production staff and facilities were established to provide programming for the broadcast and distribution phases of the Project. The Inukshuk experiment involved all of these varied elements. All of them were necessary in order for Inuit to define the most effective and practical methods of providing communication services to Inuit. The ANIK-B Project allowed Inuit to state what an Inuit television network in the North should be and how it could best be achieved.

The general interpretive framework of the Project evaluation reflected a number of questions that were of concern to those who sponsored and implemented the Project.

1. Has the Project increased the amount and quality of communications among participating communities?

The amount of communication among the 6 ANIK-B communities definitely increased through both interactive and broadcast television. Inukshuk provided 16.5 hours per week of Inuktitut television. Prior to this, the communities received one hour weekly through CBC Northern Service. The interactive network also enhanced the quality of communication among the communities, local organizations within the communities, and between Inuit in the communities and Inuit Organizations, the Territorial Council, and other agencies. Furthermore, 45 of the 56 participating organizations were Inuit organizations. On a local level, this translated to 379 meetings between local Inuit organizations.

In addition, the videotape distribution system provided an average of 90 videotapes to 15 communities in the NWT and distributed programmes to Inuit organizations in Northern Quebec and Labrador. This increased the amount and quality of communication sources in 5 northern regions.

Community surveys indicate that the great majority of adult respondents in Gjoa Haven, Lake Harbour, and Broughton Island knew about the playback unit and over 50% of respondents in each community had attended screenings.

2. Has the Project provided the communities with increased access to information through interactive video technology?

The Inukshuk Project network definitely provided Inuit community residents with increased access to information from local groups in other communities, Inuit Organizations,

Government Agencies, and commercial users.

3. Have Inuit Organizations used the network to give and receive information through videotape and film?

Local community groups used the network extensively for meetings with other local groups and with Government Agencies. Regional and national Inuit Organizations used the system successfully, but less than expected because the broadcast schedule was broken into segments which did not accomodate long meetings and the network included only 6 of the 57 Inuit communities.

4. To what extent have existing Inuit broadcasting projects been enriched as a result of the Project?

Inukshuk contributed funds for production and editing equipment to Nunatsiakmiut and PIC-TV. In addition, the Project provided considerable training and experience to Nunatsiakmiut staff through the Frobisher Bay Studio. The Project has also led to policy proposals that sponsored films and a National Film Board Support Programme directly involve Inuit production centres. It has increased the distribution of programmes produced through the centres, and it has led to the establishment of an Inuit Broadcasting Corporation, which will re-enforce media production among all Inuit groups.

5. Has programming changed as a result of the Project? How? To what extent?

Network television programming changed significantly during the Project in terms of a number of factors: 1) 16.5 hours of weekly programming was in Inuktitut; 2) the programming directly

reflected the lifestyles and concerns of Inuit in the North; 3) the network provided live television programming through the first northern up-link. The Inukshuk Project broadcast significantly more educational programmes, the majority of which were produced by groups other than Nunatsiakmiut. In addition, a major portion of Inukshuk programming involved interactive meetings, a programming concept which was new to the Northwest Territories.

6. To what extent and in what way have Inuit been trained with regard to media through the Project?

The Inukshuk Project involved staff training at all levels of media production and in community organization. Five Regional Co-ordinators and Programme producers completed a 2-month training course in basic production techniques and media producing. Seven trainees at the Keewatin Regional Production Centre received training in Super-8 and video production. Six Community Co-ordinators attended two intense week-long workshops to prepare them to work on programme production with community groups. In addition, 6 Community Co-ordinators or film makers received individualized training in media production. Two week-long production workshops at the Frobisher Bay Studio included Nunatsiakmiut staff and 3 Inukshuk Studio staff. The Project hired a permanent Production Trainer at the Keewatin Centre and arranged a variety of professional training sessions, including work with CBC crews, editing at CBC Yellowknife and Inukshuk production facilities, and information sessions with equipment suppliers and other production organizations. A

Production Trainer was also hired at the Frobisher Bay Studio during the 3-month extension phase. Finally, community volunteers and production assistants were trained by Inukshuk staff in all 6 ground station locations, and students were trained in Frobisher Bay and Baker Lake.

7. Does programming developed through the Project reflect information relevant to Inuit more than was the case prior to the Project?

Considering this Project within the context of long-standing ITC concern with the lack of Inuktitut television programming available to Inuit, Inukshuk emerged from the stated needs and desires of people in northern communities. Their response to the Project, resolutions passed by the ITC Annual Assembly in 1979 and 1980, and the subsequent establishment of the Inuit Broadcasting Corporation indicate that Project programming was clearly more relevant than what was previously available. In addition, 3 community distribution surveys indicate that Inukshuk videotapes were important to approximately half the respondents in two communities and 25% of those in a third.

8. Has the Project encouraged the production and distribution of films and videotapes which relate to Inuit language and culture?

All broadcasting on the ANIK-B network was in Inuktitut, the Inuit language. This re-enforced the use of Inuktitut among younger inuit and Inuit in the Central Arctic. The analysis of ANIK-B programming indicates that programmes, videotapes, and films were produced which relate directly to Inuit cultural tradition and adaptation. The Inukshuk Project also contracted

with Inuit film makers (for 3 productions) and contributed to the production and distribution of Inuktitut programmes made by all Inuit production centres. The videotape distribution system circulated 107 programme titles in northern communities. Finally, Inuit response to community surveys indicated the desire for more programmes related to traditional Inuit culture and this has been considered in planning programmes for the Inuit Broadcasting Corporation.

9. What community-level activities have been initiated or supported through the Project? What role has the Project played? What additional "spin-offs" are related to the Project?

The Inukshuk Project was a contributory factor in a number of community-level, Territorial, and National "spin-offs". These included the establishment of a community radio station in Cambridge Bay, the involvement of two Inukshuk staff as presidents of local radio societies, and re-enforcement to establish a Women's Auxiliary group in Cambridge Bay. Interest in television increased in Igloolik, which has consistently rejected CBC television, and a proposal was made to create a Northern Community College using the satellite system. Use of Inuktitut was re-enforced in the Central Arctic and among younger Inuit. Videotape programmes were sold on contract, and Manpower placed 6 students at the Keewatin Regional Production Centre for summer employment. Communities such as Pond Inlet became more involved in issues of northern communications policy, and ITC took positions on sponsored films, National Film Board support for northern production, and the provision of Inuktitut

television. Communities which began to receive CBC television, such as Sanikiluaq and Broughton Island, began transmitting Inukshuk programmes locally; and Broughton Island made plans to produce local video programmes.

"Spin-offs" which were integral to the Project include:

Technology

Five communities have operational community television with home reception capability; A sixth has video-playback in 3 locations. All these operations were turned over to the communities upon completion of the Project.

The Keewatin Regional Production Centre and Frobisher Bay Studio were established and outfitted for production and broadcasting capability.

Six communities have Super-8 and video equipment to allow local production; Two have editing facilities.

Fifteeen communities have .75 inch colour videotape playback units.

Staffing and Training

Twenty-six people worked with the Inukshuk Project on a permanent basis, all of whom "learned by doing" as the Project was implemented. Twenty-two received training in organized programmes and many others attended workshops and sessions for staff, volunteers, students, and community assistants. Staff were given the opportunity for further development of media and organizational skills through specific work with the Project.

Programming

The Project initiated 16.5 hours of weekly Inuktitut

television programming, the majority of which was produced at the community level. The interactive network provided a unique opportunity for Inuit in local groups to meet without travelling. The Project introduced the concept of an Inuit broadcasting network, and Inukshuk initiated co-sponsored productions with organizations such as Adult Education.

Participants

Local groups which participated in interactive meetings over the satellite were re-enforced through their contact with similar groups in other communities and the information this provided.

Future Developments

The licencing, funding, and incorporation of the Inuit Broadcasting Corporation resulted directly from the training, production facilities, experience, information, and credibility provided through the ANIK-B experiment.

10. To what extent have CBC, Government Agencies, and others utilized opportunities provided by the Project to communicate with Inuit?

NWT Government Agencies such as the Territorial Council, Legal Aid, Adult Education, and others, have used the ANIK-B system effectively to provide information to Inuit and meet on a local committee basis. In addition, Adult Educators in Baker Lake and Frobisher Bay were highly active in planning and producing Inuktitut programming for the network. Two Federal Ministers spoke on the network during the "Grand Opening Special" but there was little programming input from Federal Agencies. CBC did not use the system, but watched developments with great

interest, while providing viewer survey information and support for the Project, and subsequently, the establishment of the Inuit Broadcasting Corporation.

11. Has the Project provided any means for Inuktitut broadcasting in the North to become self-supporting?

Production contracts and the sale of Inukshuk videotapes did not contribute significantly to the Inukshuk budget. The potential demand for both was established during the Project, and the Inuit Broadcasting Corporation intends to sell its programming to other networks. However, sales could contribute only slightly to Inuit production costs. ITC's brief to CRTC proposed that a portion of the revenues from Pay-TV be used to support Inuit production facilities and programming, but this proposal was rejected by CRTC.

In February, 1981, CRTC approved the application of Cancom for northern service. This company offers a package of programming from 4 television and 8 to 10 radio stations. To receive Cancom, communities are required to purchase ground station equipment and submit monthly fees of $4 per subscriber. A community as large as Frobisher Bay might provide this service at a cost and use the revenues to support local television production. This is not economically feasible in the smaller communities, and all Inuit communities are concerned about the introduction of additional English broadcasting.

As a result of the Inukshuk and TNI Projects, ITC has designated communications as a topic for negotiations under Land Claims. This projects long-term funding for Inuit broadcasting

through an eventual Land Claims settlement.

12. Is video networking an effective and efficient method to instruct and inform Inuit in northern communities?

The ANIK-B experiment indicated that interactive video networking was a highly effective method of informing Inuit in the communities. In user surveys, community groups noted repeatedly that they learned a great deal by talking with similar groups in other communities. Eighty per cent of the 35 local groups surveyed had no funds to allow travel for meetings, and would not have participated in discussion were it not for the ANIK-B network. The Inukshuk experiment suggests that audio networking is as effective as, and less expensive than, video networking for the purpose of meetings.

A 3-hour interactive programme which included 10 communities in the NWT and Northern Quebec further demonstrated the effectiveness of the ANIK-B system in providing information. The Constitutional Debate and its meaning for Inuit were presented by 4 well-informed speakers. Questions and discussion from the communities followed, allowing people to gain information and understanding about a complex issue.

On the other hand, videotapes and television broadcasting are more effective methods for instructional purposes. Working with Inukshuk, Adult Educators in Baker Lake produced a 10-part series entitled "Cooking With Janet" which included the preparation of country food and talks on nutrition. They also began a 6-part Science Series with a programme on solar energy. These programmes were designated as highly effective by Adult

Education, which printed a booklet of supporting material, because they could be broadcast, circulated, stopped in the middle for discussion, and replayed over time. The Labrador Inuit Association used a videotape on uranium mining to inform Inuit about a Brinex mining proposal. They found this effective for the same reasons. In both cases, the presence of resource people is imperative.

Both interactive and broadcast modes are efficient for the purposes noted. Interactive video has the advantage of immediacy and of gathering people together with little travel expense, and the disadvantage of technical expense and impermanence. Broadcast television and videotapes have the advantage of broad application and use; the disadvantage of no immediacy or direct feedback outside an organized setting.

13. Is video networking an effective and efficient method to provide Inuktitut educational programming for children in northern communities?

Students in the ANIK-B communities used the interactive network effectively as an educational tool. For instance, programmes involved a Grade 10 sociology class doing community surveys through discussions with people in the communities being researched. But on the whole, the interactive system was used far less for children's education than for adult meetings. The Project experience indicates that, in general, it is more effective and efficient to provide Inuktitut children's programmes through videotapes or broadcasting. This can provide permanent resources for teachers and school committees in

northern communities.

14. Is video networking an effective and efficient method to hold meetings involving northern Inuit? How and to what extent is decision making effected?

The ANIK-B experiment indicated that interactive broadcasting is a highly effective method of holding meetings in northern communities. Among the 35 community groups surveyed, 32 replied that they had fully accomplished what they intended during meetings over the satellite system. Three groups participated in meetings which were affected by technical problems. Five regional and commercial users also felt their meetings were fully effective. Several of the users surveyed noted that the meetings would have been more efficient and effective had the network included additional communities, but all 40 respondents indicated that they would definitely use the system in the future were it available. Some non-users felt the limited and segmented broadcast schedule was detrimental to meetings.

There is no clear evidence to indicate that decision making in the communities was directly affected by meetings held over the ANIK-B network. On the other hand, all the local groups were re-enforced through the experience of talking with similar groups in other communities; Women, students, and older Inuit, were highly active participants in network meetings; And Inuit at the community level clearly gained considerable information and experience through the experiment. These factors suggest that general local decision making was re-enforced through the

Inukshuk Project.

15. What is the economic viability of an Inuit television broadcasting service?

As noted, the Inukshuk Project indicated that the economic viability of an Inuit brodacasting system depended upon a source of consistent long-term funding. Revenues from programme sales, production contracts, and advertising cannot be expected to support an Inuit network. Pay-TV arrangements might partially support local production in one or two communities, but the application of Southern-TV revenues to Inuit broadcasting costs has been rejected by CRTC. Funding for an Inuktitut network is feasible as part of Inuit Land Claims negotiations, specified by ITC. This arrangement may provide projected funding for the ecomomic viability of the Inuit Broadcasting Corporation.

16. What alternatives or projected technology might maintain objectives established through the Project?

The Inuit Broadcasting Corporation will begin broadcasting on October 24, 1981, providing 5 hours of Inuktitut television weekly in time slots donated by the CBC Northern Service. The Corporation is considering rental and location of a northern up-link which would allow live broadcasting in the North. Future plans include increased programming time and the possibility of sharing an additional television channel dedicated to the North. With a northern up-link to allow live programming in the North, the major objectives of the Inukshuk Project will be fully maintained. Broadcast television will be provided in Inuktitut and interactive programming can be arranged on a "phone-in" basis

similar to interactive programmes originating in Frobisher Bay.

At the current time, no plans have been made to continue direct community interaction or videotape distribution. The videotape distribution system requires locating an established agency willing to circulate the tapes. Extensive research during the Inukshuk Project did not convince the National Film Board or other agencies to continue this service to northern communities. Interactive meetings among communities could be continued on an audio-only basis through a cost-shared, dedicated telephone line, or conference calls, and these could be broadcast locally through community radio facilities.

Further objectives of the Project will be maintained through the continued use of community television facilities and increased demand for local media production, both of which were initiated through the ANIK-B experiment.

SELECTED COMMENTS

Being a real Inuk and my children being real Inuit, I have been concerned for a number of years now and will continue to be concerned abour the impact of television and the southern culture on out people, on our culture. . .I think there is a very real need to get more Inuktitut-language programming on television simply because of the fact--simply because of the impact that television has on children.

Norman Attungala
CRTC Hearings, Baker Lake
February 28, 1980

I too would like to thank you (CRTC Committee) for the work that you are going to do if it is going to improve somehow the availability of Inuktitut programming and that in the North. I would like to use as an example a personal experinece that I had and that is at least three times now I have gone out to the Northern Games or Arctic Winter Games and the last time was in Inuvik and not long afterwards I ended up seeing myself on TV. I have never had an opportunity any time anywhere to see myself behaving the way I do.

Matthew Innakatsiak
CRTC Hearings, Baker Lake
February 28, 1980

I enjoy Inukshuk because there are more programmes in Inuktitut about our traditional culture. I think they should cover more of the same programs and hope they will not be terminated.

Survey Respondent
Pond Inlet

. . .it is nice to see Inuktitut programs for a change. However, a lot of time and more work will be required to improve, and reach more variety of Inuit. (Areas that will need to be covered in future drama, comedy, personal profiles, hobbies, survival on the Land, interviews.)

Survey Respondent
Pond Inlet

I have had a lot of conversations with the Qilauttimiut Society, which is the old people's own group in Baker Lake, the over sixty-five years of age. . .they don't like television as it is now. . .what they themselves want to see the most is programmes in Inuktitut, Inuktitut programmes especially on the Land, the animals, the caribou, the fox, the birds, anything, because most of their lives are spent out on the Land amongst these animals, hunting caribou, trapping foxes and they, because they are too old now, cannot go out on the Land and they really miss the Land.

So all of the requests that we have been receiving at the production centres are for programmes, any footage of a shot out on the Land of caribou, live caribou, live foxes. So that is what they want to see on television, programmes of what they used to do in the past, where they used to live in the past. They are very scared of the impact of television on children. It has become very clear to them what impact television has on our culture, on our language. . .So basically what they want to see is Inuktitut-language programming on television.

David Simailak
CRTC Hearings Baker Lake
February 18, 1980

I know that our (people) will not return to our traditional ways, but at least if we could show them at least once in a while show them a traditional film that will give them an idea of our old ways.

Survey Respondent
Lake Harbour

The children learn very quickly and they watch the violent shows; but if they would show about hunting wise, in order to survive, things like that, also traditional games. . .

Survey Respondent
Pond Inlet

I enjoy watching it (Inukshuk) because it's educational and lets us see people we haven't seen for a long time. It also shows us the old traditions and culture of Inuit.

Survey Respondent
Pond Inlet

We like them (Inukshuk programs) very much because it's informative listening and watching it at the same time. We think this is the way it should be.

Survey Respondent
Pond Inlet

I enjoy it (Inukshuk) because it is educational to the people as we see other Inuit from other places. I guess it's better communication between Inuit.

Survey Respondent
Pond Inlet

It (Inukshuk broadcasting) is very useful, but it would be better

that every settlement should have Inukshuk programs and they should look at each other.

Survey Respondent
Pond Inlet

We are satisfied because they are gradually becoming in one and the fact it is becoming to be understood among people who live in different communities and the fact we are learning different ideas.

Survey Respondent
Pond Inlet

I like them (Inukshuk programs) because they are more directed to Inuit and they seemed more concerned about Inuit which I feel is right.

Survey Respondent
Pond Inlet

Despite some difficulties, I feel the show was much more effective in reaching Frobisher residents than public meetings have been. For Igloolik and Pond Inlet, community meetings still have the edge.

Baffin Regional Inuit
Association
User Survey

We have found the interactive television system an excellent means of communication. We hope the system can be expanded to include more communities in Baffin Region.

Baffin Regional Council
User Survey

I hope that the system will continue as it is a benefit to the people in the communities as well as the organizations using it.

Clerk Assistant, GNWT Council
User Survey

Your local people. . .went out of their way to not only make us welcome but to provide us with an excellent service. Thank you very much for the services rendered and allow me to wish you every success with the much-needed service the Inukshuk can and should provide.

Section Manager, Bell Canada
Frobisher Bay: April 10, 1981

It should definitely be available to every communities (sic) in the Eastern Arctic, there's no alternative. Only alternative is CBC and CBC is not as useful at all in the communities.

Chairman, Alcohol and Drug Committee
Pond Inlet
User Survey

Our young people sometimes learn from it. Also I learn from it that I never knew before.

Respondent: User Survey
Pond Inlet

My only wish is that the Inukshuk Broadcasting Station could be broader to take in more communities of the NWT--we have so much to share with each other! The students most of all, learned awareness among so many other things about other community's life.

Student: User Survey
Pond Inlet

3.0 PLANS FOR THE FUTURE

On July 27, 1981 a news release from the Inuit Broadcasting Corporation announced the incorporation of "Canada's first native television broadcasting system". The system, owned and operated by Canada's Inuit, plans to begin broadcasting in the North on October 24, 1981. The network will use the transponders of the ANIK-B satellite. Programming will be broadcast through the satellite facilities of the CBC Northern Service, which has agreed to donate 5 hours of programme time each week. Signals will be received in the Baffin, Keewatin, and Central Arctic districts of the Northwest Territories. The IBC plans to draw a major share of its programming from northern communities, using the film and video production facilities which have been established during the past 3 years. The network is considering the rental and placement of a northern up-link to the satellite to allow live broadcasting from the North.

The news release states further, "IBC is the result of the Inukshuk Project which was an experimental effort by the Inuit Tapirisat of Canada to bring TV in the Eskimo language to 6 northern communities." Through the pilot project of the ANIK-B Communications Programme, Inuit gained the training, facilities, experience, information, and credibility, to establish and operate the Inuit Broadcasting Corporation. As a result of the Inukshuk Project, Inuit will produce and broadcast Inuktitut television programming to northern communities.

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APPENDICES

Item A. Evaluation Design: Project Inukshuk
Item B. Schedule of Inukshuk Project Liaison Committee Meetings
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Item E. Inukshuk Project Staff
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Item G. Training Course Outlines: Regional Co-ordinators and Keewatin Regional Production Centre
Item H. Floor Plan and Modifications: Keewatin Regional Production Centre
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APPENDICES

Item A

Evaluation Design:
Project Inukshuk

EVALUATION DESIGN

of

INUKSHUK ANIK B PROJECT

Submitted to

INUIT TAPIRISAT OF CANADA

by

Gail Guthrie Valaskakis

June, 1979

1. INTRODUCTION

On November 7, 1978, Inuit Tapirisat of Canada (ITC) and the Department of Indian Affairs and Northern Development contracted "... to participate in the Anik B Communications Program of the Department of Communications through the implementation and evaluation of a pilot project ..." (Memorandum of Agreement; Appendix D: 1) The Inukshuk Project is being mounted between November, 1978, and December 31, 1981, " ... to define, develop and assess measures to meet Inuit requirements in telecommunications, broadcast and film production ..." (ibid.:3) Specific aspects of the Project will be evaluated within this context. The present evaluation design relates solely to Project implementation and effectiveness and discusses evaluation topics in terms of:

A. General Research Approach
B. Inukshuk Project Objectives
    1. Relevant Background
    2. Stated Project Goals
C. Information Gathering
    1. Project Development
    2. Programming
    3. General Interpretive Framework
D. Time Frame
E. Report Format
F. Evaluator

... 2

II. EVALUATION DESIGN TOPICS

A. General Research Approach

The framework for Inukshuk Project evaluation is specified in the ITC ANIK B PILOT PROPOSAL (1978: 12):

"An external evaluator will be hired to work with the Anik B project staff on a part-time basis for the duration of the project. His or her job will be to assist the staff in the selection and utilization of evaluation techniques and to help with the analysis of data. An attempt will be made to commit one person to this job for the full three years of the project to ensure consistency of approach and minimize the disruptive effects on the operation of the project.

The overall evaluation scheme will be designed with the assistance of this evaluator but with primary input from the project director, ITC's executive, Anik B project staff and other participants. All staff members, individuals and groups participating in the Anik B project will be asked to contribute to the evaluation process by assessing the project throughout its duration from the perspective of their own role and involvement. Different evaluation methods will be used for the different aspects of the project."

This statement, the experimental nature of the Inukshuk Project and the stated goals of the Anik B Communications Program (Anik B Information Exchange Meeting, 25 - 26 October, 1977: 17) suggest a research approach which documents the process by which the Inukshuk Project is implemented and its effectiveness in terms of stated goals. In addition, the evaluation assumes a formative research approach. Because it is a three year project, implementation has been set into five phases. Interim evaluation reports for 1979 and 1980 will discuss the tasks specified for those time periods, focusing on the processes which precede the experimental phase. Upon completion of the Project, a final report will consider the interrelated phases of the Inukshuk Project, including the experimental phase.

B. Inukshuk Project Objectives

1. Relevant Background

Evaluation reports will discuss the Inukshuk Project in the context of northern communication activity, other relevant communication projects, and the general objectives, current programs and concerns of Inuit Tapirisat.

2. Stated Project Goals

The Inukshuk Project will establish audio and video links among designated Arctic communities using the Anik B satellite and communication facilities provided by the Anik A satellite system. Stated project goals are:

Goals:

1. Provide information to Inuit about issues relevant to their lives through the distribution of video-tapes and film by local screening, broadcast, etc.
2. Assist Inuit organizations to communicate with their people, both giving and receiving information, through the use of videotape and film.
3. Train Inuit in the techniques of communicating information and ideas to people through the use of videotape and film.
4. Train Inuit in film and video production.
5. Provide support to existing Inuit broadcasting projects and film, video production centres through production contracts, training, etc.
6. Encourage the development of Inuit language and culture through the production and distribution of Inuit films and videotapes.
7. Make the CBC Northern Television Service more responsive to Northern needs through the sales of Inuit programming to CBC, etc.
8. Conduct research in order to plan a future communications system that is adapted to Inuit needs.
9. Carryout a project on the Anik B satellite with the following objectives:

a) To assess the usefulness and cost of instruction and information exchange for adults by satellite.

b) To test the usefulness and cost of conducting educational classes for children via satellite.

c) To test the efficiency of decision-making and the efficacy of meetings held via satellite and to examine the cost-benefit of these services.

d) To test the economic viability of an Inuit television broadcasting service.

The project will be implemented in five phases which specify tasks necessary to these goals and the time periods in which they will be accomplished. Evaluation Reports will consider the activities of each phase and relate these to overall project goals in the final report. The five phases are:

1. PLANNING AND TRAINING PHASE
   November 1, 1978 - March 31, 1979
2. TRAINING AND PRODUCTION PHASE
   April 1, 1979 - March 31, 1980
3. PRE-TEST PHASE
   April 1, 1980 - August 31, 1980
4. OPERATIONS PHASE
   September 1, 1980 - March 1, 1981
5. WRAP-UP PHASE
   April 1, 1981 - December 31, 1981

C. Information Gathering

1. Project Development

To report upon the phases of project development, the evaluation will gather information from document review, interviews and field observation. Important documents include Quarterly Reports, transcribed meeting minutes and activity journals kept by Project Regional Directors. To maintain the formative research approach, Project participants will be involved in the evaluation process providing questions, data, insights and feedback for the study.

2. Programming

During the experimental phase, Inukshuk will transmit Inuttitut programming through the Anik B satellite system. To report upon the nature and effectiveness of this programming, the evaluation will detail produced, broadcast and distributed material and community access, participation and response. Information gathering will depend upon logs, kept by participating communities and material from the Regional Directors. Should it prove appropriate, content analysis will be used to detail the nature of the programming.

3. General Interpretive Framework

General interpretive considerations related to the Project are reflected in the following questions:

a. Has the Project increased the amount and quality of communications among participating communities?

b. Has the Project provided the communities with increased access to information through interactive video technology?

c. Have Inuit organizations used the network to give and receive information through videotape and film?

d. To what extent have existing Inuit broadcasting projects been enriched as a result of the Project?

e. Has programming changed as a result of the Project? How? To what extent?

f. To what extent and in what way have Inuit been trained with regard to media through the Project?

g. Does programming developed through the Project reflect information relevant to Inuit more than was the case prior to the Project?

h. Has the Project encouraged the prpduction and distribution of films and videotapes which relate to Inuit language and culture?

i. What community-level activities have been initiated or supported through the Project? What role has the Project played? What additional "spin-offs" are related to the Project?

j. To what extent have CBC, government agencies and others utilized opportunities provided by the Project to communicate with Inuit?

k. Has the Project provided any means for Inuttitut broadcasting in the North to become self-supporting?

l. Is video networking an effective and efficient method to instruct and inform Inuit in Northern communities?

m. Is video networking an effective and efficient method to provide Inuttitut educational programming for children in northern communities?

n. Is video networking an effective and efficient method to hold meetings involving northern Inuit? How and to what extent is decision-making affected?

o. What is the economic viability of an Inuit television broadcasting service?

p. What alternative or projected technology might maintain objectives established through the Project?

D. Time Frame

Interim evaluation reports will be submitted to Inuit Tapirisat for distribution to the Liaison Committee on September 30, 1979 and 1980. A final report will be submitted at the completion of the Project Wrap-up, December 31, 1981.

E. Report Format

Data will be collected and interpreted by the evaluator with the assistance of Project staff. Should an additional researcher be involved in content analysis, the evaluator remains responsible for interpretation.

A draft report will be submitted to the ITC Project Director, Operations Manager and other Project staff. Their evaluation input and recommendations are essential to the report.

The reports will be summarized in an executive summary which will include the Project goals and evaluation mandate, the evaluation procedure, and any conclusions and recommendations emerging from the research.

... 10

F. The Evaluator

The evaluator is Gail Guthrie Valaskakis, Ph. D., Associate Professor of Communication Studies, Concordia University, Montreal, P.Q.

Item B

Schedule of Project Liaison Committee Meetings

Schedule of Evaluation Interviews, Meetings and Fieldwork

Schedule of Project Liaison Committee Meetings:

May 24, 1979: Ottawa
August 27-30, 1979: Baker Lake
February 21, 1980: Ottawa
June 19, 1980: Ottawa
September 25-27, 1980: Frobisher Bay
February 23, 1981: Ottawa
October 19, 1981: Ottawa

Schedule of Evaluation Interviews, Meetings and Fieldwork

1978
November 21: Ottawa
November 26-27: Training Workshop:St. Sauveur
December 4: Ottawa

1979
January 12: Ottawa
February 1-6: Training Session: Frobisher Bay
February 20: Ottawa
February 27-March 3: Post-Training Wrap-up: Ottawa
May 15-16: Ottawa
May 24-25 Liaison Committee Meeting: Ottawa
August 27-28: Production Centre Training Wrap-up and Liaison Committee Meeting: Baker Lake
December 10: Ottawa

1980
February 25: Ottawa
April 14: Ottawa
April 29: Montreal
May 11-15: Co-ordinator's Workshop: Baker Lake
August 11-18: Co-ordinator's Workshop: Frobisher Bay
November 4: Ottawa

1981
January 26-30: Satellite Evaluation: Frobisher Bay
January 31-February 3: Videotape Distribution System: Lake Harbour
April 3: Ottawa
May 25-June 1: Project Wrap-up: Frobisher Bay and Baker Lake
September 9: Ottawa
October 2: Ottawa
October 19: Liaison Committee Meeting: Ottawa

Item C

Project Work Plan
October 1979-October 1980

	OCTOBER 1979	NOVEMBER 1979	DECEMBER 1979	JANUARY 1980
1. Community Co-ordination			Co-ordinator's Resource Material gathered (catalogues)	
2. Program Development				
3. Training				
4. Operations		ITC-DOC Consultation Meeting NCPC informed of power needs DOC, CRTC licence applications submitted		
5. System Design	Diagrams of system design completed Total equipment list prepared Size & channel of transmitters determined Petrie equipment flow chart drawn up	Major community hardware ordered Feasibility of character generator determined Decision made on tower for C.B. F.B. studio equipment selected Radio links specified Microphone conversion feasibility determined	Microphones ordered Feasibility of using facsimile in Anik B determined	Signalling device feasibility determined
6. System Testing		2-wire teleconference system tested		
7. System Installation	Building materials obtained for F.B. construction	Muting done and locks installed on video projector and T.V.'s Electrical work begun on F.B. studio	Work continues on F.B. studio	Work continues on F.B. studio Video projector & T.V.'s shipped to communities with storage cabinet completed
8. Videotape Distribution	Instructions distributed on care of playback equipment First playback units shipped to communities	Inukshuk videotape catalogues prepared & distributed Videotape prepared by B.L. on how to care for playback equipment Names of local contacts obtained		
9. Evaluation	First Interim Evaluation Report submitted		Briefing Session - Ottawa Research Priorities	

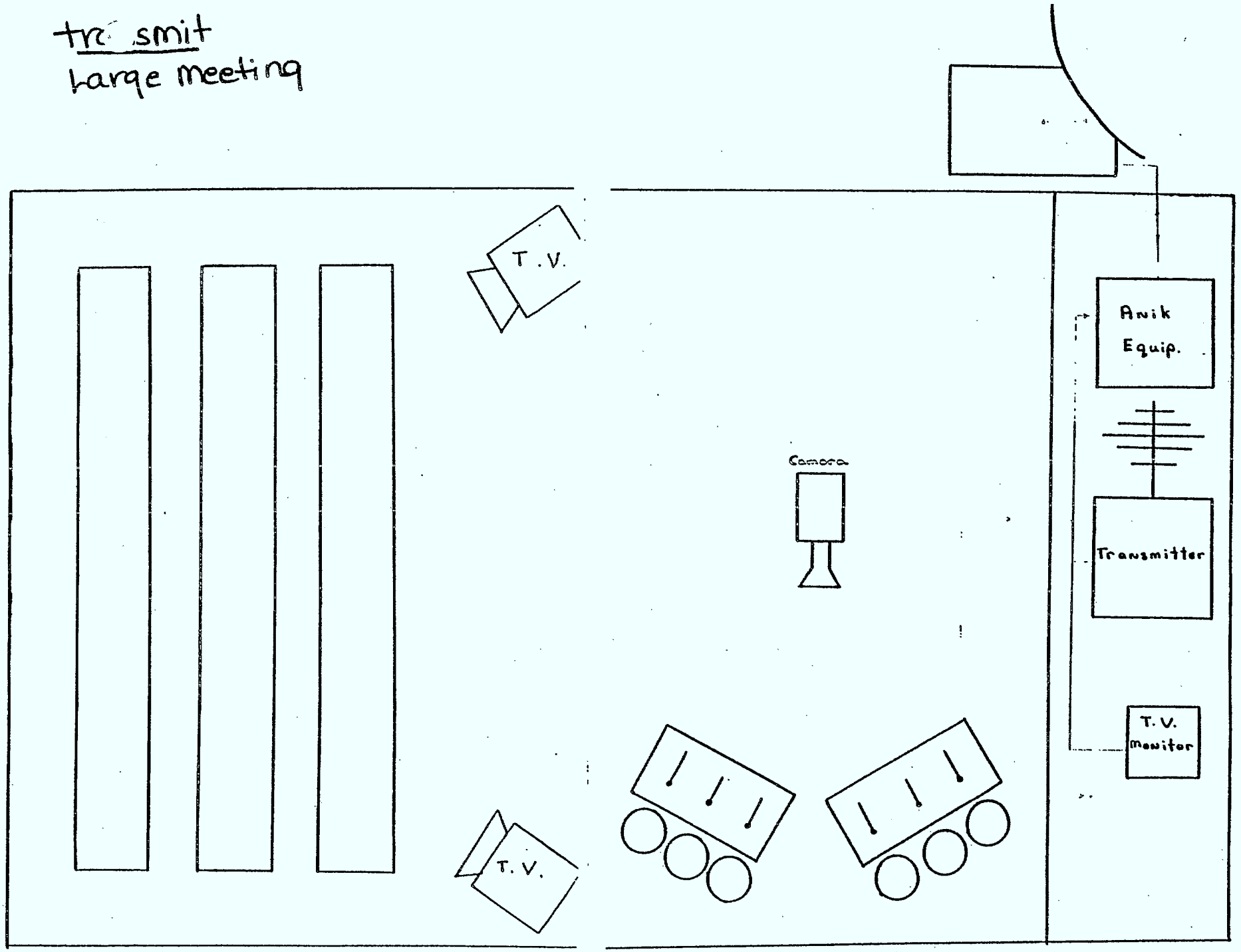
	FEBRUARY 1980	MARCH 1980	APRIL 1980	MAY 1980
1. Community Co-ordination	Programming Co-ordinator (P.C.) hired	P.C. consults with organizations in Anik B communities P.C. recommends hiring of community co-ordinators (C.C.) in Anik B communities	Inukshuk Users Manual completed P.C. completes hiring of C.C.'s	C.C.'s work with community organizations to explain Anik B system Anik B videotape completed
2. Program Development				
3. Training				Workshop for C.C.'s People trained in operation of Anik B transmit studio
4. Operations	Funding application summitted for B.L. Production Centre Submit budget and quarterly report to Liaison Committee			Submit preliminary program schedule to DOC
5. System Design	T.V. transmitters ordered			
6. System Testing		4-wire facsimile tested in Ottawa Frobisher Bay studio equipment tested	Studio equipment tested in Frobisher Bay 4-wire teleconferencing system tested in Ottawa	
7. System Installation	Modifications to facsimile F.B. Studio work completed		Studio equipment shipped to Frobisher Bay	
8. Videotape Distribution				Videotape catalogue distributed
9. Evaluation				Evaluation started on video tape distribution system Research techniques discussed with C.C.'s & P.C. Production centre training program evaluation

	JUNE 1980	JULY 1980	AUGUST 1980	SEPTEMBER 1980
1. Community Co-ordination	C.C.'s continue work with organizations and visit individual homes C.C.'s submit initial list of Anik B users and program topics	C.C.'s work on Anik B programming Individual assigned responsibility for ground station in each community	C.C.'s learn procedures for schedule changes, equipment breakdowns, sign-on, sign-off	C.C.'s assist communities to use Anik B
2. Program Development	Videotapes prepared introducing each community A-V material gathered as required by Anik B users P.C. works with national & regional organizations on program development P.C. draws up sample programming schedule P.C. works with Land Claims, Maliiganik Tukisiiniakvik, etc. on programming N.W.T. Dept. of Ed. formalizes program ideas University of Regina formalizes program ideas	P.C. continues June work A.V. material gathered as required by Anik B users	Procedures for schedule changes etc. as above prepared by P.C. P.C. draws up preliminary program schedule Graphics prepared including photos of users and communities	C.C.'s finalize schedule with users
3. Training		People trained in ground station operation by DOC People trained in operation of Inukshuk equipment by Robbins	Workshop for C.C.'s in Frobisher Bay People trained in operation of Inukshuk equipment by Robbins	
4. Operations	Submit detailed systems diagrams to DOC Submit budget and quarterly report to Liaison Committee	MOU signed with DOC		
5. System Design				
6. System Testing	Equipment tested on Anik B at CRC Ottawa			
7. System Installation	PIC-TV Building to be in place Fencing & ground station platforms shipped to communities Telephones installed by Bell Canada, CNT Gravel pads laid in B.L., Igloolik, F.B. All satellite equipment rooms ready including power and heat	Teleconferencing equipment shipped to communities Installation completed of all Inukshuk equipment except transmitters July 15 - 30 ground stations installed by DOC and tested	Transmitters installed	
8. Videotape Discribution				
9. Evaluation		Video distribution evaluation	Agree on research techniques for the interactive phase with P.C. and C.C.'s	Second Interim Evaluation Report Present research methodology for interactive phase to Liaison Committee

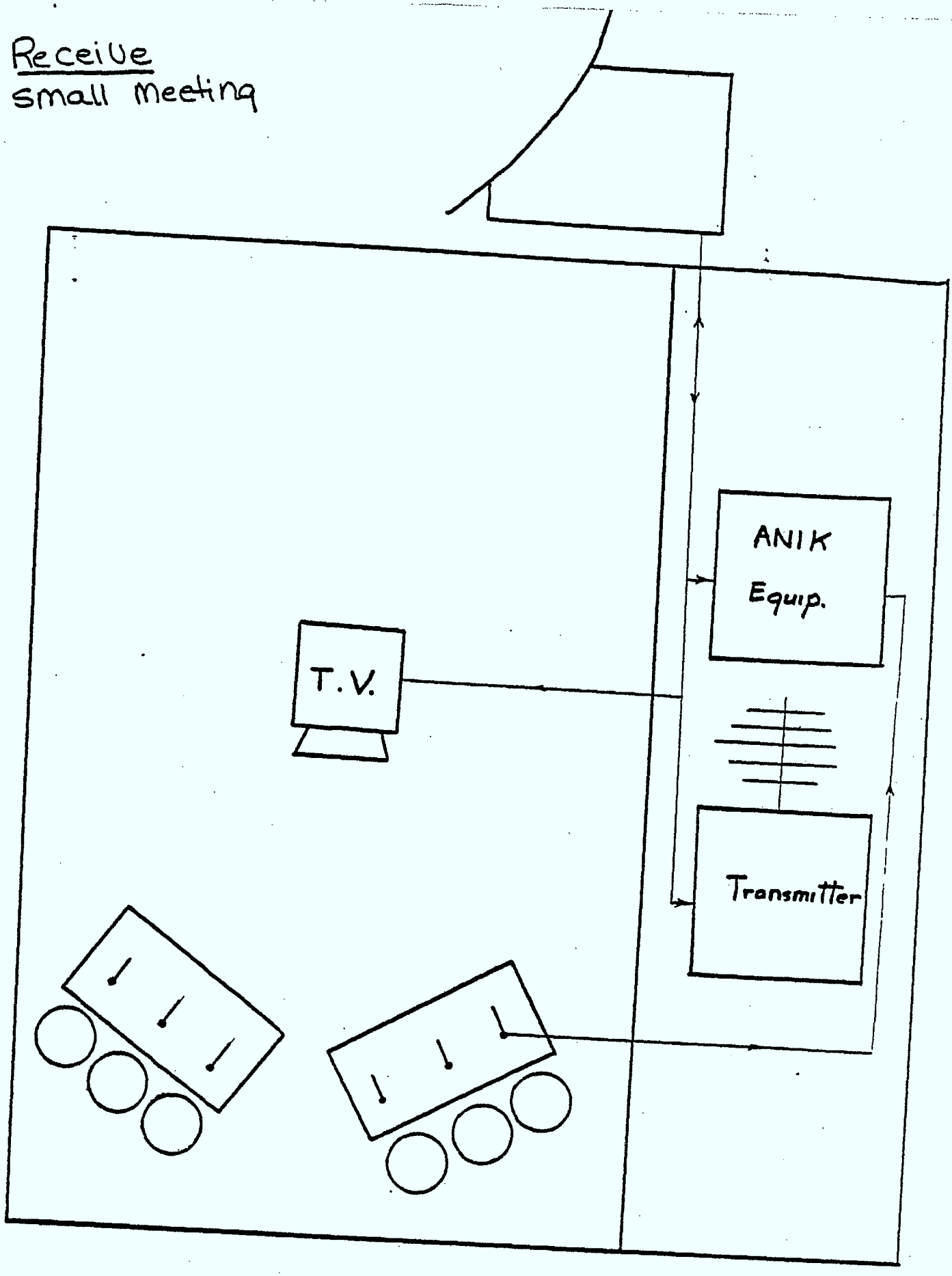
Item D

Transmit/Receive Options:
Ground Station Communities

tra smit
Large meeting

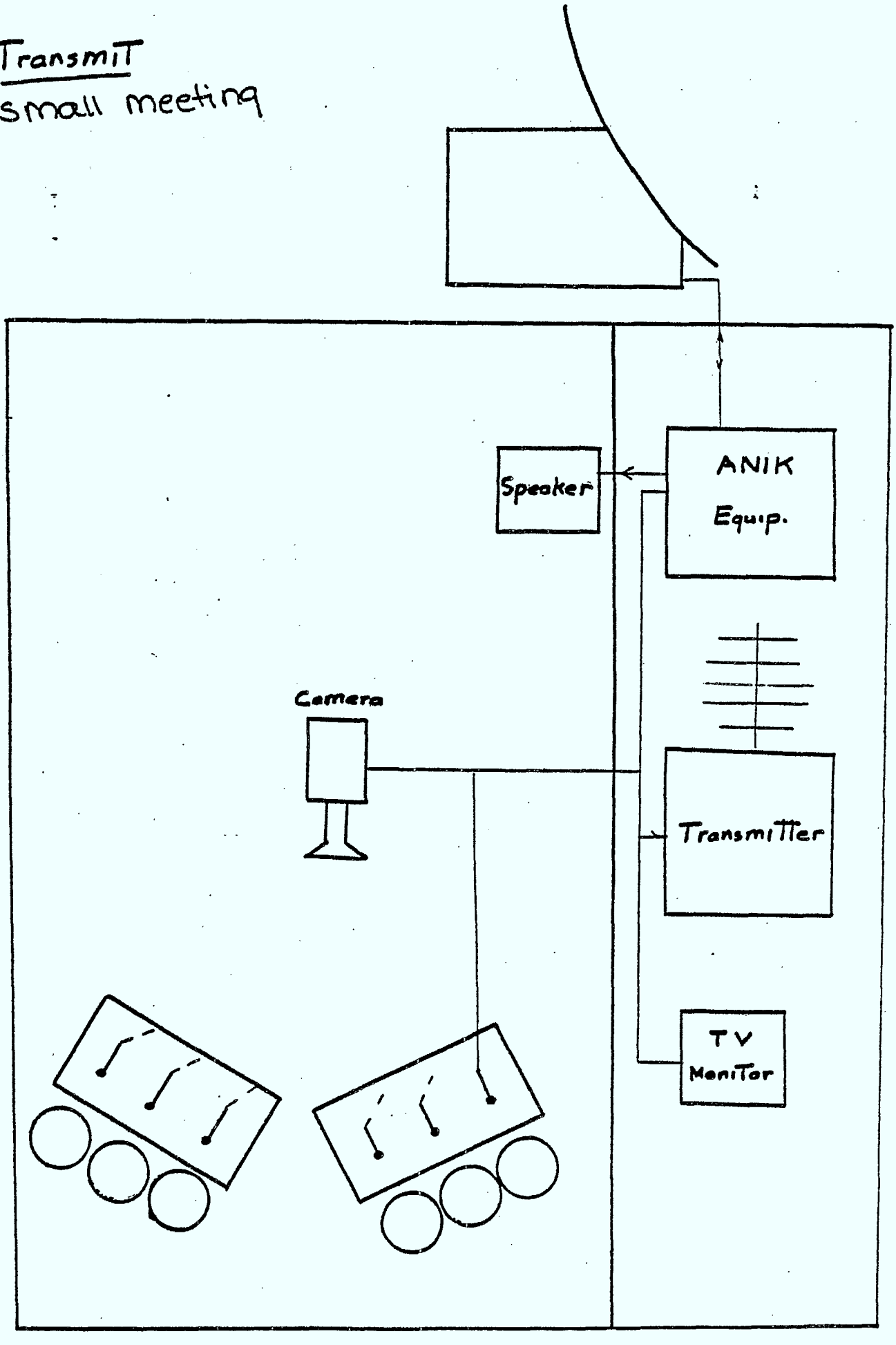


Receive
small meeting



Transmit

small meeting



Item E

Inukshuk Project Staff

Revised May 12/81

Trainees

Regional Co-ordinator Trainees

	Hired	Left	Presently on Staff
Timmun Alareak	Nov. 16/78	May 28/80	
Rose Jeddore	Nov. 16/78	Nov. 30/78	
Noah Nakashook	Nov. 16/78	Feb. 7/79	rehired Feb. 23/81 *
Charlie Palliser (DIAND Trainee)	Nov. 6/78	Feb. 15/79	
Bobby Suluk	Nov. 16/79	Sept. 30/80	
David Tologanak	Nov. 16/78		*
Fred Mescher	Jan. 16/79	Apr. 15/79	

Baker Lake Trainees

David Annanowt	Jan. 1/80	July 31/80	
Sally Killulark	July 11/79	Nov. 30/79	
Nick Noungie	July 11/79	Nov. 30/79	
William Scottie	July 11/79		*
John Tapatai	Jan. 1/80		*
John Tagoona	July 11/79	Oct. 15/79	
Steven Tyago	July 11/79	Nov. 7/79	

Part-time Assistants

James Panioyak	June 7/79	Nov. 30/79	rehired Oct. 1/80 *
Arsene Angalik	July 3/79	Aug. 30/79	
Mathew Joanasie	Oct. 5/79	Jan. 30/80	
Mike Angalik	Jan. 8/80		*
John Oakoak	Jan. 2/80	June 30/80	
Nanasie Nowdlak	Apr. 20/81		*
Juda Pitseolak	Feb. 4/81		*
David Nakashook	Feb. 2/81		*

Construction Workers

Tony Manernaluk	Jan. 11/80	Feb. 4/80
Thomas Sivuraq	June 1/79	Sept. 30/79
Luke Tunguaq	May 8/79	Sept. 30/79

Trainers

Suzanne Henaut	Feb. 16/81		*
Tom Axtell	Nov. 12/80		*
George Hargrave	June 1/79	Nov. 30/79	
Aani Palliser	Nov. 22/78	March 23/79	

One Year Contract

Debbie Delancey	Feb. 15/80	March 31/81

Revised May 12/81

Permanent Employees

	Hired	Left	Presently on Staff	
Timmun Alareak	Nov. 16/78	May 28/80		
Bobby Suluk	Nov. 16/78	Sept. 30/80		
David Tologanak	Nov. 16/78			*
David Annanowt	Jan. 1/80	July 31/80		
William Scottie	July 11/79			*
John Tapatai	Jan. 1/80			*
David Simailak	Nov. 1/78			*
Joan Kashla	Jan. 2/80			*
Itee Sataa	Oct. 28/80	Nov. 24/80	rehired Feb/81	*
Annie Teemootee	Oct. 28/80	Feb. 6/81		
Jacob Anaviapik	May 1/80			*
Ida Atigikyoak	May 1/80			*
Joe Attagutaluk	May 1/80			*
John Aulatjut	May 1/80			*
Jimmy Gibbons	Oct. 22/80			*
Mosesie Kipanik	Oct. 6/80			*
Rhoda Inukshuk	May 1/80	Nov. 25/80		
Peter Tapatai	May 1/80			*
Paul Angilarq	Jan. 5/81			*
Mary Lawlor	March 9/80			*
Simatuk Michael	Jan. 26/81			*
Charles Tarraq	March 3/81			*
Keith MacNeill	Aug. 25/80			*
Lyndsay Green	Aug./75			*
Mike Martin	March 28/81			*
Martha Palliser	July 21/80			*

Item F

Inukshuk Project Job Descriptions

Inukshuk Project Job Descriptions

Project Director

1. Authorizes all major expenditures incurred for Anik B project.

2. Maintains liaison with ITC President and Board of Directors.

3. Represents project to government departments, CBC, Bell, CNT, Telesat and other interested bodies.

4. Assumes responsibility for overall co-ordination of Anik B project.

5. Supervises the work of the regional co-ordinators, the operations manager and the consultants.

6. Gives final approval of experimental plan and community selection.

7. Gives final approval of programming content.

8. Gives final approval of evaluation strategy and supervises work of the evaluation consultant.

9. Negotiates or gives final approval to all contracts pertaining to the programming or evaluation aspects of the project.

10. Prepares reports as required by evaluation.

11. Ensures that aims and objectives of ITC Anik B project are being realized.

Operations Manager

1. Co-ordinates implementation of the hardware required to carry out Anik B project.

2. Takes direction from the Project Director as to the programming and experimental needs that the technology must meet.

3. Reports to the Project Director concerning expenditures and progress of the implementation of the hardware.

4. Negotiates contracts regarding technical and hardware aspects of the project.

5. Supervises work of the technical consultant.

6. Supervises the purchase and installation of equipment for the production centre.

7. Ensures satisfactory technical operation and provides for on-going maintenance of all Anik B project equipment.

8. Arranges for transfer of equipment to provide for on-going operations at completion of Anik B project.

9. Prepares reports as required by evaluation.

Regional Co-ordinator

1. Co-ordinates all Anik B activities occurring in the assigned region(s).

2. Reports to the Project Director concerning expenditures and progress of the project in the region.

3. Supervises any project fieldworkers working in the region.

4. Consults with all communities in the region to inform them of the Anik B project using all available means of communications i.e. local newspaper, radio programs, meetings, etc.

5. Consults with all regional organizations, community councils, teachers, concerned citizens, etc., to assemble a list of videotape programming needs.

6. Works with above people to translate programming needs into videotape programs by writing scripts, contracting script writing to specific individuals, contracting entire program production, etc.

7. Works with Project Director in negotiating contracts for script writing and program production and supervises the fulfillment of the contract.

8. Informs people in the region about the training program in videotape production and film-making and identifies potential trainees.

9. Approves regional expenditures for supplies and materials and authorizes travel for regional staff.

10. Directs studio Manager in the on-air production of programming from studio including approving program changes.

11. Prepares reports as required by evaluation.

Regional Co-ordinator: Revised

Period: November 23, 1978 - August 31, 1979

1. Attend the training course as follows: November 23-27, St. Sauveur, Quebec

November 28 - December 13 - Frobisher Bay

January 15 - January 28 - Frobisher Bay

January 29 - February 05 - Pond Inlet

February 06 - February 10 - Arctic Bay

(All dates tentative).

2. From December 15 to January 15 return to home community and begin the following jobs.

   a) Talk to community council and all local organizations about the Anik B project.

   b) Ask the community council whether they would be prepared to accept responsibility for video playback equipment. Have council arrange for someone or some organization to be responsible for the equipment's safe-keeping. The equipment must be easily available to the community for viewing video-tapes.

   c) Send out letters to the councils in the region introducing yourself, the project, and its goals.

   d) Use local or regional media (radio, newsletters) to talk about the project.

3. After February 10 return to region to make a visit to each community to:

   a) Meet with the community council to explain the Anik B project.

b) Meet with local organizations and hold a community meeting to explain the Anik B project.

c) Arrange for playback equipment to be situated in each community under someone's supervision.

d) Make a list of people in the region experienced in video or film production and how available they would be to do contract work and under what conditions.

e) Make a list of equipment in the region and under what conditions it would be available to the Anik B project.

f) Discuss program ideas with people and organizations in each region. With the Project Director make a list of program ideas that are a priority.

g) The Keewatin regional co-ordinator should also make a list of potential trainees for the Baker Lake, Keewatin production center.

Technical Consultant

1. Assisting the Project to order equipment by making recommendations on purchases and preparing lists to go to tender.

2. Testing equipment after purchase to ensure its proper functioning and storing prior to shipping.

3. Packing and shipping Project equipment.

4. Designing of all equipment systems to be used in the satellite phase of the Project.

5. Assuming responsibility for the proper interface between the project equipment and the Anik B satellite electronics.

6. Selection of ground station sites in project communities in conjunction with community representatives.

7. Assuming responsibility for the sub-contracting of the preparation of the gravel pads if desired by the Project.

8. Assuming responsibility for the proper functioning and the on-going repair and maintenance of all equipment throughout the satellite project (with the exception of the ground station repair and maintenance which is DOC's responsibility).

9. Attending consultation meetings with the Department of Communications as required.

10. Attending information meetings with the staff of other satellite projects as required.

Supervisor of Technical Operations

1. To assist the consulting engineer in testing the video and audio teleconference equipment prior to shipment to the communities.

2. To follow up on the licence applications for operation of the control radio and television links.

3. To install and test video and audio equipment in the Anik B transmit, receive communities.

4. To train Inuit in each community in the operation of the teleconferencing equipment, including holding workshops for this purpose.

5. To supervise the installation of the ITC equipment in association with Anik B terminals and ground terminal equipment.

6. To supervise the maintenance and repair of the video and audio equipment.

7. To resolve, with the engineering consultant, engineering problems encountered throughout the project.

8. To make reports evaluating the technical performance of the system.

Operations Assistant

1. Assist the engineering consultant to assess the proposed ground station locations in the Anik B communities.

2. With the assistance of the engineering consultant, to help the communities to evaluate the suitability of buildings to be included in the satellite network.

3. With the assistance of the engineering consultant, to draw up a detailed construction plan for the required modifications to the buildings to be included in the satellite network.

4. With the assistance of the engineering consultant, to get approval from the community council for the required building modifications and gravel pad site for the ground station.

5. With the assistance of the engineering consultant, to consult with the community council regarding the desired manner of completing the construction work required in the building modifications and gravel pad preparation.

6. Where necessary, with the assistance of the engineering consultant to negotiate with the proposed contractor, arrive at a fixed price for labour and, with approval of the Operations Manager, to sign an agreement for completion of the above work.

7. With the assistance of the engineering consultant, to obtain all the materials necessary for completion of the construction jobs either through local purchasing or ordering the material through the Operations Manager.

8. To supervise the progress of the work in the ground station communities to ensure that the work is completed on schedule.

Programming Co-ordinator

1. To schedule programming for the Anik B satellite in response to the needs of Inuit community groups and organizations, within the time frame negotiated by ITC.

2. To inform the six ground station communities of the capabilities and limitations of the Anik B satellite in co-operation with the community co-ordinator.

3. To recommend candidates for the jobs of community co-ordinator to the Project Director.

4. To train the community co-ordinators in assisting groups and organizations to plan for the use of the Anik B satellite using community development methods.

5. To provide resource material to Inuit community groups and organizations that will assist them in their use of the Anik B satellite.

6. To assume overall responsibility for the co-ordination of the Anik B programming, under the direction of the Project Manager, once the satellite transmission is underway.

7. To prepare reports as required by the evaluator.

Community Co-ordinator

1. Informs the community organizations about the capabilities and limitations of the Anik B satellite.

2. Works with community organizations to assist them in planning for use of the Anik B satellite.

3. Works with the programming co-ordinator to draw-up a program schedule for Anik B based on the community needs.

4. Conducts house to house visits to inform every household about the Inukshuk project.

5. Assumes responsibility for the local co-ordination of the Anik B programming once the satellite transmission is underway (eg. keeps community informed of the schedule, etc.)

6. Trains and assists people in the use of the Anik B satellite equipment.

7. Works with the Operations Assistant to ensure that the project equipment in the community is properly installed and maintained.

8. Prepares reports as required by evaluator including records of audience attendance and participation at community screenings.

Studio Supervisor

1. Assume responsibility for the transmission of satisfactory audio and video signals from the Frobisher Bay studio for transmission via the Anik B satellite.

2. Arrange contracts, under the direction of the Operations Manager, for the hiring of studio production crew, both regular and back-up crew.

3. Supervise the performance of the studio production crew to ensure that agreed upon standards of performance are maintained.

4. Provide production and maintenance training to studio production crew, both to upgrade skills of regular crew and to provide basic training to back-up crew.

5. Maintain both studio equipment and local transmitting equipment on on-going basis and, under the direction of the Operations Manager, arrange for equipment repair.

6. Assume responsibility for the daily start-up and shut-down of the Anik B satellite transmission according to schedule.

7. Identify technical problems on the Anik B system during satellite transmission and report immediately to the Operations Manager for repair.

8. Take direction from the Programming Co-ordinator as to the programming content on the Anik B satellite transmissions.

9. Prepare reports as required by Evaluator.

Additional Responsibilities for Studio Supervisor after March 1, 1981:

1) Be responsible for preparation of program run-downs for live satellite meetings/ productions; this includes getting run-downs from community co-ordinators if required in more detail than simply a meeting agenda.

2) Supervise shipping of tapes to Ottawa for dubbing and distribution.

3) Supervise editing of live satellite productions; including making decisions on editing priorities in consultation with production staff and Project Director.

4) In consultation with Suzanne, have back-up video material prepared in case of meeting cancellation.

5) Work with Production Trainer (Suzanne)to plan pre-taped portions of weekly program schedules, and to co-ordinate programming with Project Director.

6) Assume responsibility for co-ordination of staff on satellite phone - i.e. make sure they are all there before turning phone over to Production Secretary for facs'ing; call on the Bell line any communities who are not on satellite phone to locate problems; etc.

Production Secretary (Frobisher Bay)

1) Maintain up-to-date general files (correspondence, schedules, reports, etc.).

2) Maintain up-to-date slide files.

3) Maintain up-to-date videotape card catalogue.

4) Prepare agendas for weekly staff meetings in consultation with Keith, Suzanne and David; type and send by facs to community co-ordinators on satellite phone.

5) Prepare weekly program schedules in consultation with Keith, Suzanne and David; type and send by facs to community co-ordinators on satellite phone.

6) Take minutes of weekly staff meetings and prepare brief reports; type and facs to community co-ordinators.

7) Make photocopies of staff meeting reports and program schedules weekly and mail to Lyndsay Green and Gail Valaskakis.

8) Type correspondence, program run-downs, scripts and other documents as required by production staff.

9) Keep program log up-to-date, in consultation with community co-ordinators at weekly staff meetings.

10) Prepare weekly program listings and deliver to Nunatsiaq News for printing.

11) General administrative work, including:

-take care of outgoing mail
-xeroxing as required
-maintain petty cash
-make travel arrangements for staff as required
-deal with ITC head office on minor staff problems regarding paychecks, etc.
-forward bills to Ottawa for payment after they have been approved by production staff

Production Trainer (Frobisher Bay)

1) Work with the Frobisher Bay Community Co-ordinator in two main areas:

   -basic training in production
   -training in how to act as co-ordinator and resource person for productions being done by community groups and individuals.

2) Work with Nunatsiakmiut staff to encourage and co-ordinate their production work with Inukshuk (this will involve at least a weekly meeting, and more support if requested).

3) Work with studio staff (Noah and Mo) on production techniques as required (this may involve developing skills in studio production, in pre-production work, and in co-ordinating production schedules).

4) Work with Pond Inlet Community Co-ordinator on his proposal for a production on the housing situation in Pond Inlet (this will involve at least one trip by Jayko to Frobisher and possibly a trip by Suzanne to Pond).

5) Work with any other community co-ordinators or production staff who choose to come to Frobisher for a period of time to gain production experience.

6) Provide support to Igloolik staff in production as required (this will involve at minimum weekly discussions to monitor their progress and possibly some help with productions or additional training).

7) Establish overall production goals for Inukshuk staff until May 31. This will involve talking initially to all staff involved in production (community co-ordinators, program producers, and Baker Lake Production Centre) to ascertain what they are working on or plan to work on between now and May 31; then talking to all staff involved in production on a weekly basis to keep in touch with their progress, help work out any problems, etc.

8) In consultation with the Project Director and Operations Manager, attempt to arrive at a realistic assessment of what production commitment Inukshuk can make to CBC for the fall, based on the results of (7) above.

9) Work with Studio Supervisor to plan pre-taped portions of weekly program schedules, and to co-ordinate programming with Project Director.

10) Negotiate and oversee contracts with outside producers, in consultation with Project Director, if the situation should arise.

Job Description - Director - Frobisher Bay Studio

A. Director Responsibilities

1. Work with producer to prepare a program rundown for each program to be produced. Rundowns should include all elements of program from opening to closing, i.e. audio sources (audio cart, cassette, mics, etc), video sources (VTR, studio area, graphic, etc), time of each segment, running time of program, and some idea of content or reason for each segment.

2. Ensure that rundown is available well in advance of recording or airing, and make sure studio crew is aware of all requirements of production in time to preparations. (for example - crew must know of special VTR playbacks, audio sources, camera breaks, bridges, slides, graphics & films, in order to prepare.)

3. Brief talent and guests on their activities in studio (with floor manager), to ensure they are available when required and aware of their activities in advance.

4. Ensure, with producer, that graphics, tapes, slides, films, etc. are available to crew in advance of production.

5. Be aware of camera positions, studio and control room requirements, etc. in advance of production, to be ready to co-ordinate all aspects of production once begun.

B. Other Responsibilities (when available)

1. Work with studio supervisor and crew on such studio activities, as set construction, studio setup, etc.

2. If required, work on field productions for studio-produced programs.

3. If required, help with training of new studio crew in floor managing and camera work.

4. Act as a backup to Studio Supervisor where qualified and available.

Item G

Training Course Outlines:

Keewatin Regional Production Centre
Regional Co-ordinators

	Monday	Tuesday	Wednesday	Thursday	Friday
Week #1	intr. to training expectations of group, intro to equipment	Communication what is it? types, relative to culture, environment. Super 8 camera	Description of an event, break down into components exercise #1 filming an event or process	filming	sound introduction recording editing
Week #2	maintenance, differences between film and video, comparison film/tv	use and care of porta pak. exercise #2 video taping an event or process	video taping	video taping	Sound recording workshop
Week #3	maintenance introduction to video tape editing	exercise #3 editing	editing	editing	t.v. experience individual monologue before camera exercise #4
Week #4	maintenance video and sound the immediacy of tv.	content developing ideas scripting and story boards	exercise #5 sound video, taping a social situation, i.e. interview, music, drama.	video taping	graphics for film and tv
Week #5	maintenance editing sound and video together	exercise #6 editing	editing	editing	lighting workshops
Week #6	maintenance return of film S-8 film edit techniques	exercise #7 editing silent film	editing	S-8 sound intro exercise #8 filming a social situation	filming

	Monday	Tuesday	Wednesday	Thursday	Friday
Week #7	maintenance filming	filming	fill in day	fill in day	animation workshop
Week #8	maintenance exercise #9 promo for northern house design	research scripting	shooting	editing	screening promo
Week #9	maintenance return of sound film transfer to video	exercise #10 comparing content of film/video edit film	edit film	edit video	edit video
Week #10	maintenance exercise #11 major projects development, break into 2 teams of 3	research	research	research	research
Week #11	maintenance scripting and storyboarding				

	Monday	Tuesday	Wednesday	Thursday	Friday
Week #12	maintenance video taping				
Week #13	maintenance video taping				
Week #14	maintenance editing and post production				
Week #15	maintenance editing and post production				
Week #16	maintenance editing				presentation of programs and final assessment

Exercises

1) filming an event or process, 1 min. silent,
2) video taping the same event or process as #1
3) editing exercise #2
4) t.v. experience, 1 min. in front of tv camera in an active role
5) video taping a social situation i.e. interview, music, drama
6) editing exercise #4 on video tape
7) editing exercise #1 on film
8) filming a social situation
9) video promo for northern house design
10) transfer S-8 film to video, edit on film and video
11) major video project - 2 half hour programs on subjects to be decided

ITC ANIK B TRAINING PROGRAM

REGIONAL CO-ORDINATORS

TRAINING OUTLINE

1. Conception:

Part One
- History of documentary film
- Analysis of film structure
- Introduction and impact of television
- The concept of Challenge for Change and social animation with film
- The introduction of video tape

Part Two
- How is a film structured
- Use of storyboards (polaroids)
- Use of script and dialogue
- Organizing a production (slides)

This part will be done using a polaroid camera to develop the storyboard, using comics to show how script is attached to visual images. The trainees will produce a slide show using all these elements.

Part Three
- Editing video and film
- Use of titles
- Use of music
- Transfer techniques from
  slides to video
  video to film
  film to video

During this period extensive use will be made of films and videotapes produced in the north or about the north. Where possible film makers will be asked to talk about their films after the screenings.

...2

2. Production:

This part will be conducted in Frobisher Bay. The Nunatsiakmiut second crew will be used as a production crew. The programmes will be produced by the regional co-ordinators. The first will be a drama based on ideas developed by Legal Aid in Frobisher. The second will be a documentary film based on Land Claims. The regional co-ordinators will learn how to work with technical people to help solve real communications needs of community organizations.

3. Distribution:

This part will be conducted in Pond Inlet. The regional co-ordinators will organize a distribution plan for the two programmes they produced in Frobisher Bay. They will be involved both in personal screenings (i.e. the local director for land claims) as well as community screenings. Pond Inlet is the first community in the north to organize a community television association that can plug into the local transmitter. The regional co-ordinators will study the history and structure of PIC-TV and then screen their material on the air. They will also establish a feed-back system (i.e: an open line talk show on the air after the program) to get community reactions to their work. They will then organize this feedback into another production. In this way they will learn that communications is a process.

TRAINING OF REGIONAL CO-ORDINATORS:

1. Conception:
   - identifying communications problems
   - organizing film and video productions

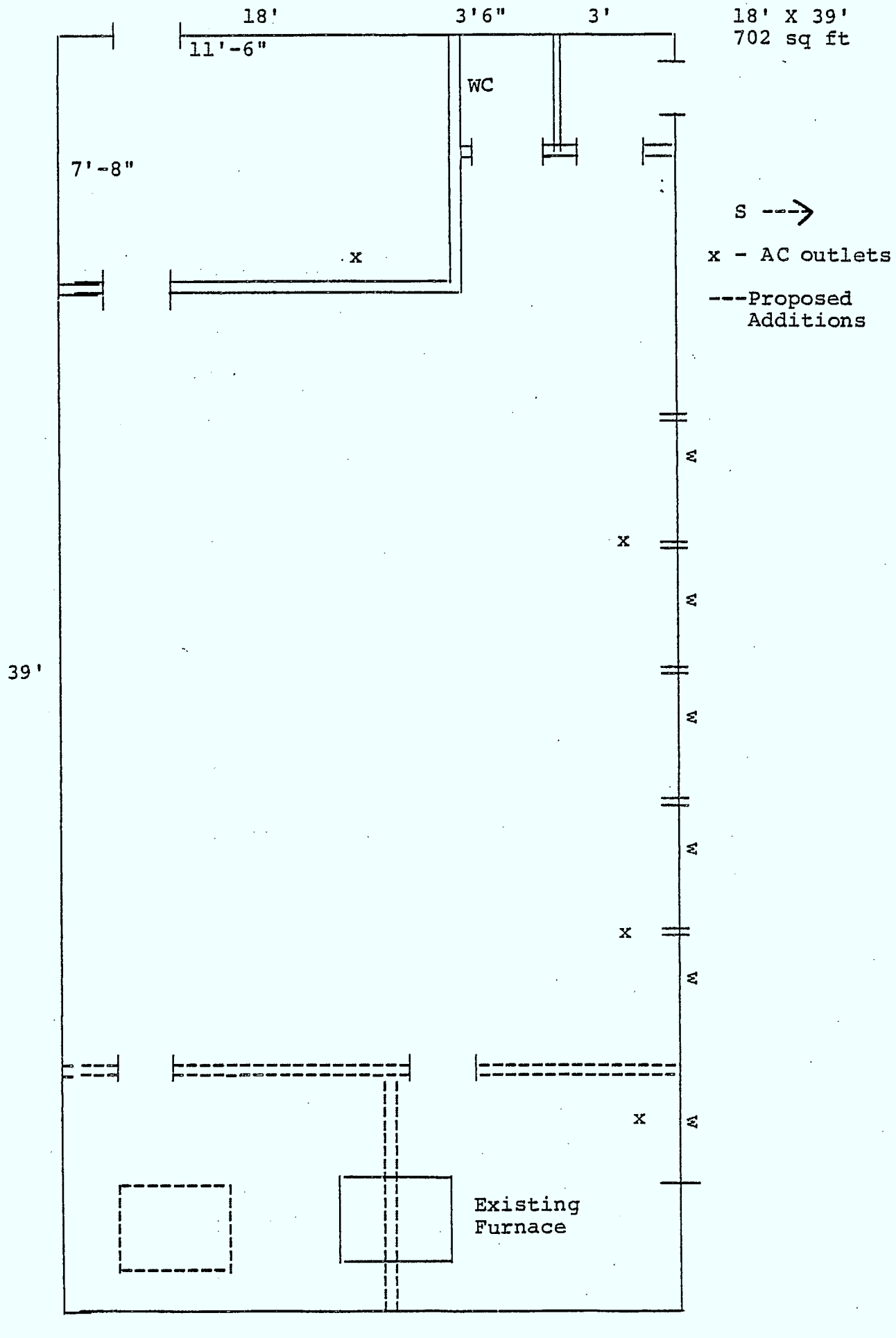
2. Production Methods:
   - use of drama
   - use of documentary

Item H

Floor Plan and Modifications:

Keewatin Regional Production Centre

P[illegible]er Lake
P[illegible]oduction
Center
Building



18' X 39'
702 sq ft

S -->

x - AC outlets

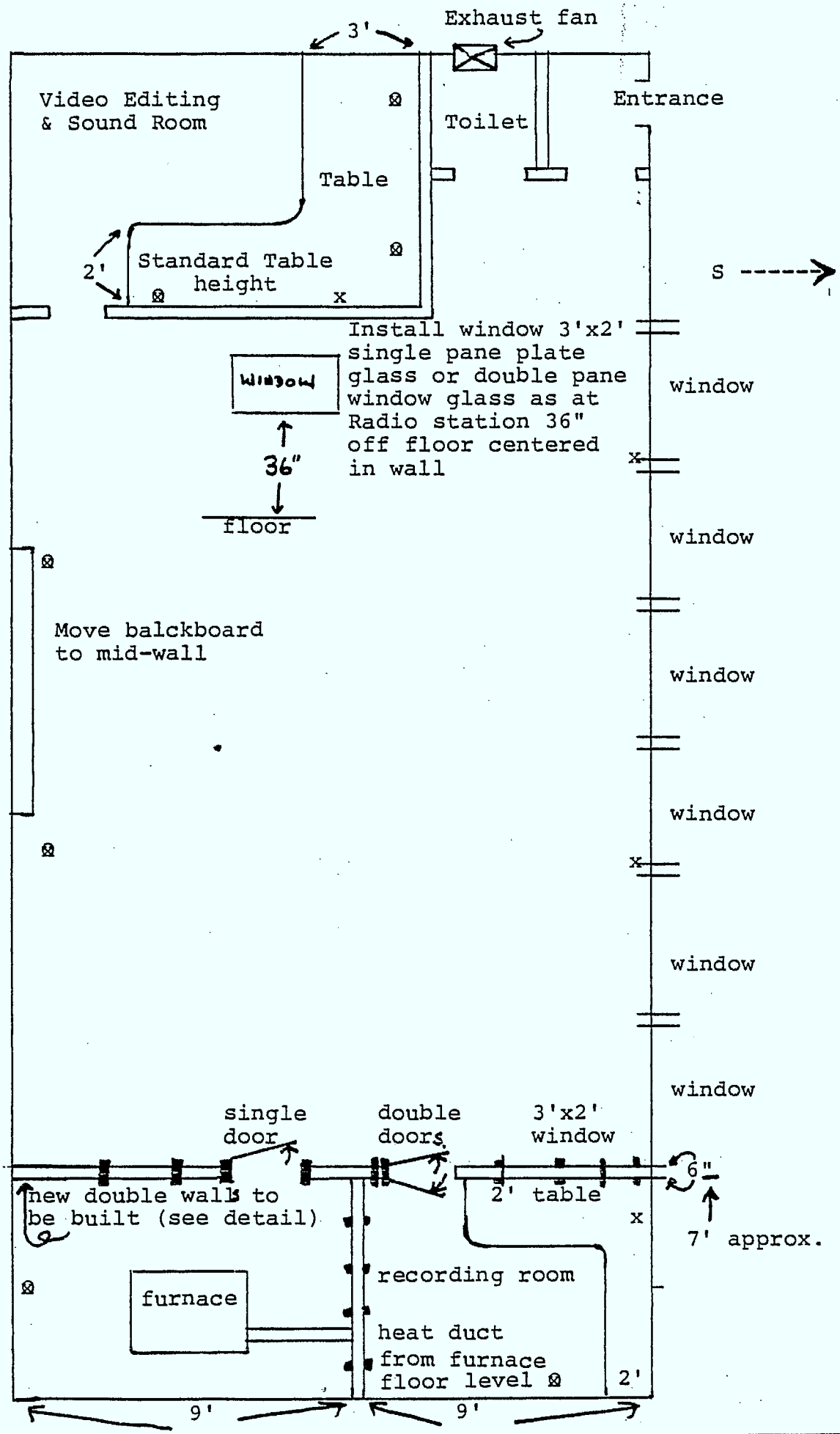
---Proposed
Additions

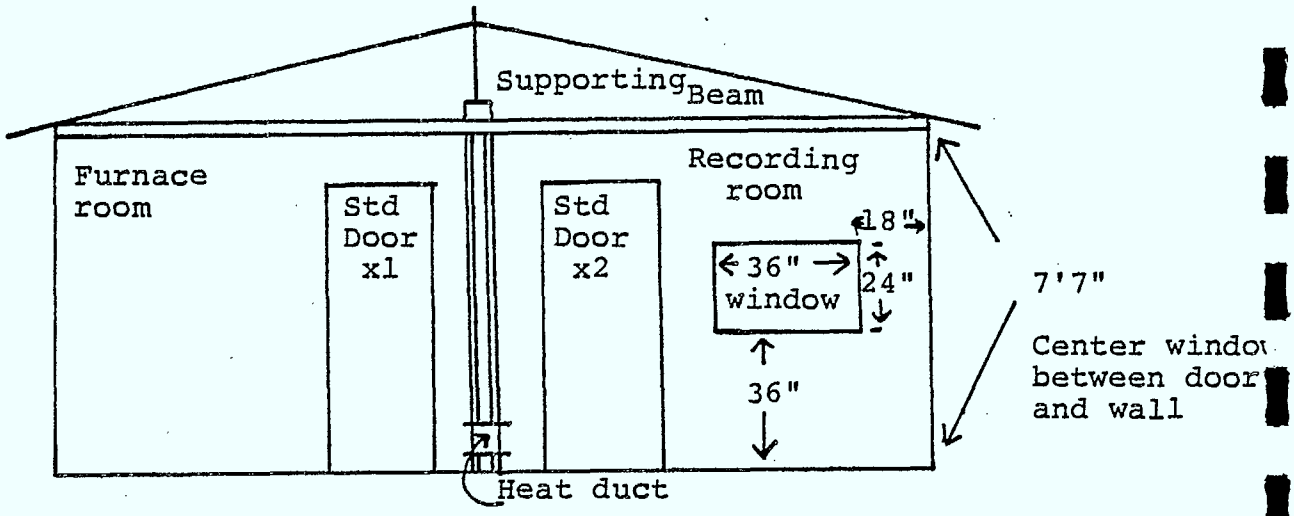
May 3, 1979

Changes to the Baker Lake Production Centre

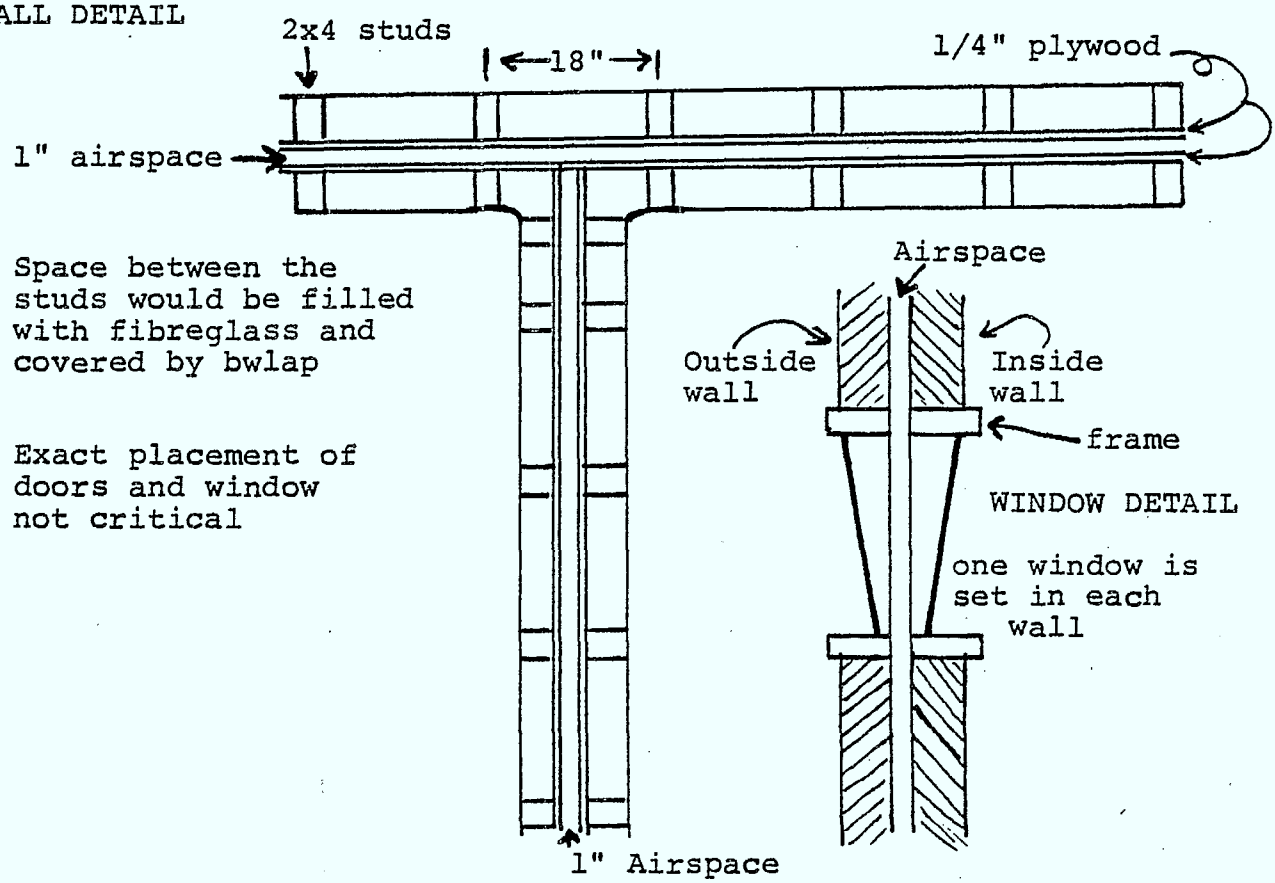
x Existing AC

⊠ AC outlets to be installed




Supporting Beam
Furnace room
Std Door x1
Std Door x2
Recording room
18"
36" window
24"
36"
7'7"
Center window between door and wall
Heat duct

WALL DETAIL


2x4 studs
18"
1/4" plywood
1" airspace
Space between the studs would be filled with fibreglass and covered by bwlap
Exact placement of doors and window not critical
1" Airspace
Airspace
Outside wall
Inside wall
frame
WINDOW DETAIL
one window is set in each wall

Item I

List of Videotapes Distributed by Inukshuk

May, 1981

PRODUCED BY: Inuit Tapirisat of Canada

INUKSHUK, 1979, Inuktitut and English, 15:30 min.

Explanation of Inuit Tapirisat's Inukshuk Project using the Anik B satellite.

NUNATSIAQ, THE GOOD LAND, Inuktitut and English, 13 min.

Inuit explain about their land, their life and their place in Canadian society.

SAALAUMANIRQ, 1979, Inuktitut and English, 29:25 min.

"Living Without Power"
History of Frobisher Bay, explanation of need for Land Claims Settlement.

INUKSHUK COMMUNITY CO-ORDINATORS' SLIDE SHOW, 1980, Inuktitut and English, 8 min.

Videotape describing how the Inukshuk project will use the Anik B satellite to link six Inuit communities. Prepared for use by Inukshuk's community co-ordinators.

PRODUCED BY: Inukshuk

KAYAK MAKING, Inuktitut, 9:56 min.

Andy Aulatgut of Eskimo Point shows how to make a kayak.

SUMMER GAMES, Inuktitut, 15 min.

Keewatin Summer Games at Whale Cove August 13019, 1979.

DRUM DANCE, Inuktitut, 14:10 min.

Drum Dance held at I.C.I. Christmas 1979, Eskimo Point.

CENTRAL ARCTIC AREA COUNCIL, 1980, English, 22:05 min.

Explains the work of the Central Arctic Area Council in the Central Arctic and their status with other organizations such as the N.W.T. Council and the Keewatin Inuit Association.

ETULU ETIDLOIE, Inuktitut, 28:55 min.

Etulu Etidloie singing seven of the songs he wrote. Two minutes on students in Frobisher Bay talking to their parents in their home town.

PRODUCED BY: Inukshuk continue

GREENLANDERS, Inuktitut, 28:52 min.

Greenlanders singing their traditional songs, games, and explaining the traditional customs, with slides on town of Sisimiut, Greenland.

CENTRAL ARCTIC REGIONAL WINTER GAMES, Inuktitut, 15:24 min.

The Central Arctic Regional Winter Games held in Coppermine, N.W.T. December 1-4, 1979.

COOKING WITH JANET, Part 1 to 6, Inuktitut, 1 - 19 min. 2 - 11:23 min. 3 - 16:42 min. 4 - 18:10 min. 5 - 27:16 min. 6 - 28:14 min.

Nutritious and economical cooking with country foods.

TB PREVENTION, Inuktitut, 28:40 min.

Community health worker lectures on TB.

INUKSHUK OPENING NIGHT, Inuktitut, 30 min.

Official launching of Inukshuk network with presentations from each community and live performance of Greenland singers videotapes included.

CAMBRIDGE BAY ALCOHOL COMMITTEE PHONE-IN-SHOW, English & Inuktitut, 22:10 min.

Re-broadcast of local panel discussion and phone in show by Cambridge Bay Drug & Alcohol Committee.

CHARLIE PANIGONIAK SINGS, Inuktitut, 28:56 min.

Popular Inuk entertainer.

KITIMEOT INUIT ASSOCIATION, Inuktitut & English, 27:13 min.

A description of the programs of the Kitikmeot Inuit Association, the regional association of the Inuit of the Central Arctic, based in Cambridge Bay, N.W.T.

PRODUCED BY: Inukshuk continue

GREENLANDERS, Inuktitut, 28:52 min.

Greenlanders singing their traditional songs, games, and explaining the traditional customs, with slides on town of Sisimiut, Greenland.

CENTRAL ARCTIC REGIONAL WINTER GAMES, Inuktitut, 15:24 min.

The Central Arctic Regional Winter Games held in Coppermine, N.W.T. December 1-4, 1979.

COOKING WITH JANET Part 1 to 7, Inuktitut, 1 - 19 min. 2 - 11:23 min. 3 - 16:42 min.

Nutritions and economical cooking with country foods.

TEP STUDENT DEMONSTRATION, Inuktitut, 19:05 min.

TEP students demonstrating what their ancesters used in their time and what Inuit today use for hunting, cooking, clothes, games, etc.

PRODUCED BY: Nunatsiakmiut, Frobisher Bay

OOTOOK, Inuktitut, 13:50 min.

Alootook Ipellie, cartoonist and writer for ITC magazine "Inuit Today".

ANIMATED FILMS FROM CAPE DORSET, Inuktitut, 13:50 min.

Series of animated films.

BROUGHTON ISLAND 'SPECIAL', Inuktitut, 15 min.

Film footage of Broughton Island.

CAPE DORSET FILM ANIMATORS, Inuktitut, 13:50 min.

The workings of the film animation workshop in Cape Dorset.

CAPE DORSET PRINT SHOP, Inuktitut, 13:45 min.

The making of prints in Cape Dorset.

DAY CARE CENTRE, Part 1, Inuktitut, 7:36 min.

Activities at the Senior Citizens home and the Day Care Centre in Frobisher Bay.

HENRY, Inuktitut, 13:50 min.

Henry Evaluardjuk, the Frobisher Bay carver.

INUMMARIT, Inuktitut, 13:50 min.

The Inuit cultural society in Igloolik, including a drum dance performed by the members.

INUTTUINNAUGATTA, Inuktitut, 13:50 min.

"We're Just Inuit"
Lake Harbour people hunting and camping in springtime.

UYAJUK PROGRAM, Inuktitut, 13:39 min.

Legend about an orphan boy.

PRODUCED BY: Nunatsiakmiut, Frobisher Bay (cont'd)

\NGNIRTUNG PRINT SHOP, Inuktitut, 13:50 min.

The artists and craftsmen at work making stone cut and stencil prints at the Pangnirtung Print Shop.

PEOPLE OF BROUGHTON ISLAND, Inuktitut, 13:48 min.

A look at a seal hunting expedition and settlement life.

PUBLIC HEALTH, Inuktitut and English, 13:50 min.

Health care for children in Frobisher Bay.

QANAQ GREENLAND, Part 1 and 2, Inuktitut, 27:00 min.

The people of the northern most Inuit settlement in Greenland is the subject of this program. Part one features two Inuit on a fishing trip with their dog team; part two deals with various aspects of settlement life.

SURUSIIT, English music, 28:20 min.

A special film on Inuit children prepared for the International Year of the Child.

NUNALIRALAAT, Inuktitut and English, 13:50 min.

Fishing and hunting at Allen Island Camp.

NUNATINI MAKIMAUTIVUT, Inuktitut, 13:47 min.

Inuit and the Game Laws.

OTHER PRODUCERS (cont'd)

PETER ITTINUAR'S MAIDEN SPEECH, Oct. 15/79. English, 16-min.

House of Commons.

POLAR GAS "PROJECT NORTH", August 1979, English & Cree
3 parts - 90 min.

Northern Elders Council discussion with Polar Gas, Sandy Lake, Ontario.

TUKAQ, Inuktitut, English sub-titles, 44:30 min.

Play by Tukay Theatre, a group of Inuit actors from Greenland.

URANIUM MINING IN AUSTRALIA, Enlgish & Inuktitut, 40 min.

Slide show on videotape describing the impact of uranim mining on the Aborigines of Australia.

DENE NATION, English, 25 min., by Rene Fumoleau

The Dene of the Northwest Territories talk about the history of their people and their battle for the right to control their land and govern themselves.

DEVIL AND THE TUBE, English, 27:50 min., by Tim Bentley

Malcolm Mutterridge says the media, and t.v. in particular is a tool of the devil. Roy Bonisteel host of Man Alive isn't so sure. On this tape they talk about their views of t.v.

JEUX MUSICAUX DES INUIT, Inuktitut, 25 min., by University of Montreal Audio-Visual Centre

Throat singing, by various people from Payne, Igloolik and Eskimo Point.

ANATOMY OF A DECISION, English 45 min., by Rio Algom Ltd.

A look at the process of developing a mine from exploration into full operation. The emphasis of the movie is the decision whether or not the Lornex Copper Mine should go into production.

OTHER PRODUCERS

ARCTIC OIL, December 1979, English, 60 min., CBC production

Lancaster Sound, in the High Arctic, a unique area rich in animal and plant life is being threatened by oil and gas development.

Important decisions are now being made that will determine the future of this extraordinary place. How are these decisions made? Who makes them? These are some of the questions this program deals with.

DR. HELEN CALDICOTT, English, 40 min.

Radiation and Health
Tape of a lecture given by Dr. Helen Caldicott, April 24, 1979, to medical students at Santa Barbara, California. She describes the whole nuclear fuel process and the hazards at each stage including uranium mining, wastes, nuclear reactors.

IGLOOLIK, English, 30 min. TV Ontario

The Inuit teach their children their way of life.

INQUIRY FILM, by Jesse Hasinata, English, 90 min.

Film about the Berger Inquiry. (Part 1 & 2, 3)

JACOBS AND THAT NUCLEAR GANG, English, 60 min., PBS

Paul Jacobs, a reporter, investigates the effects of nuclear fallout and ends up dying of cancer. The tape includes interviews with people who were unknowingly exposed to nuclear radiation and are now dying of cancer.

NANOOK OF THE NORTH, by Robert Flaherty, Part 1, 30 min., Part 2, 34:24 min.

1920-21 version of life in Inukjuak, Quebec.

NANOOK TAXI, by Edward Folger, English & Inuktitut,
Part 1 - 47:25 min.; Part 2 - 24:20 min.

Feature film about Inuk who leaves Cape Dorset for Frobisher Bay and eventually returns to Cape Dorset.

OTHER PRODUCERS (con't)

DENE NATION, English, 25 min., by Rene Fumoleau

The Dene of the Northwest Territories talk about the history of their people and their battle for the right to control their land and govern themselves.

OUR NATIVE HERITAGE, English, 60 min., TV Ontario.

A group of Inuit from Igloolik show their skills at the Ontario Science Centre: kayak making, throat singing, soapstone carving, clothes making.

PEOPLE'S LAND, English, 60 min.

The Inuit of Pond Inlet talk about the history of their community and life today.

PRODUCED BY: North Slope Borough, Alaska

INUIT, English, 28 min.

A film documentary on the first meeting of the Inuit Circompolar Conference held at Barrow, June, 1977, in which Eskimo land claims leaders from Alaska, Canada, and Greenland enact 17 resolutions which forge economic, political and cultural solidarity of the Inuit people of the North.

THE LAST ANCHOR, English, 8 min.

A film on bowhead whaling by the Inupiat of Alaska.

A MATTER OF SURVIVAL, English, 28 min.

A film about the struggles of the Inupiat of Alaska for physical, cultural and economic survival since the coming of the white man.

HUNGER KNOWW NO LAW, 1977, English, 28 min.

A film about the bowhead whale hunt at Barrow, Alaska in Spring, 1977.

PRODUCED BY: PIC-TV, Pond Inlet, N.W.T.

AYAGARMIUT, Inuktitut, 28:10 min.

Traditional Society of Pond Inlet
Older men talk with a younger man about the mixing and use of traditional games and tools.

HOW EDUCATION COMMITTEES CAN MEET EFFECTIVELY, Inuktitut, 27:20 min.

Role of Secretary-Treasury, Chairman, members and sub-committees; how to make a motion and other matter related to running a good committee
Funded by Adult Education Section, Baffin Region.

HOW TO USE RESOURCE PEOPLE EFFECTIVELY, Inuktitut/English, 28:19 min.

Typical meeting of the Hunters and Trappers Association, how various resource people in committee can work better with committee people; how to issue polar bear tags by H.T.A.; how resource people can best meet committee needs
Funded by Adult Education Section, Baffin Region.

KOONELOOSIE NUTARAK AND TARGARK, Inuktitut, 30 min.

Two older men talking about survival in the winter time.

SANAGATAAVIK, Inuktitut, 26:24 min.

Women's sewing workshop
Women making traditional clothing out of sealskin and caribou skin.

CARIBOU HUNTING, Inuktitut, 30 min.

Hunters in Pond Inlet describe how to hunt caribou and where on the body animals should be shot for an efficient kill.

PRODUCED BY: Peter Ittinuar

RANKIN TODAY, Inuktitut, 25 min.

People of Rankin Inlet are like today, their jobs, schools, business and their way of living.

PRODUCED BY: National Film Board

THE SAMI, Inuktitut, 23:25 min. Part 1

"Four Lands, One People"
The Sami or reindeer herdsmen of Northern Scandinavia find that northern development is one of the greatest issues facing them today. How they will come to terms with this is the subject of this film.

THE SAMI, Inuktitut, 27:50 min. Part 2

"Sami Herders"
Only ten percent of the Lapps or Sami are still reindeer herdsmen, but the reindeer economy still has great symbolic significance because it is the setting in which their culture evolved, over 6,000 years. This film follows their movements over a 12 month period during the long bi-annual treks up to summer grazing lands or down south to more protected pastures.

THIS IS DENE LAND, English, 30 min.

A look at the attempt of the people of Fort Resolution to prevent Shell Oil from starting mining exploration in their hunting and trapping land.

WE STILL HAVE A HEART, English, 30 min.

'Challenge for Change'
Presentation by Dene nation of their agreement in principle for land rights settlement to the government in Ottawa, October, 1976.

CREE WAY, English, 26:18 min.

John Murdoch, principal of the Indian Affairs school at Rupert House, James Bay, and his wife Gerti have initiated a curriculum development project using local people and resources. The teaching materials are drawn from Cree folklore, are mainly in Cree and make use of old photographs, artifacts and books that are written and printed in the community.

ANNANACKS, English, 29:13 min.

The story of how the first successful cooperative was formed in George River, Quebec.

ASIVAGTIN, English and Inuktitut, 13:17 min.

"The Hunters"
A hunting party from the Frobisher Bay Correctional Centre.

PRODUCED BY: National Film Board (cont'd)

GREENLANDERS, English and Inuktitut, 37:21 min.

How the native people of Greenland were resettled along the cost of their land.

OUR LAND IS OUR LIFE, English, 57:50 min.

The March 1974 results of a meeting of the Cree people of the Mistassini area in northern Quebec, discussing their future.

OWL WHO MARRIED A GOOSE, Inuktitut, 7:38 min.

Animation of an Inuit legend.

PEOPLE OF THE SEAL, English

Films about the life of the Netsilik Inuit in the Pelly Bay region.
Part 1 is their life in the summer, 51:47 min.
Part 2 is their life in the winter, 41:39 min.

QILULUGANIATUT, English and Inuktitut, 9:35 min.

"Whale Hunting"
Hunting Beluga whale near Frobisher Bay; methods used in hunting the whale and dividing the carcass.

RISE AND FALL OF THE GREAT LAKES, English, 16:40 min.

A lesson in Canadian geography, which concludes that although the Great Lakes have had their ups and downs nothing has been harder to take than what man had sone to them lately.

CREE HUNTERS OF MISTASSINI, English, 57:53 min.

Three Cree families setting up camp hunting in the bush of the James and Ungava Bay area.

RODUCED BY: Taqramiut Nipingat, Sugluk, Quebec

AMAUTIK IN INUKJUAK, Inuktitut, 53:38 min.

The story of perhaps the first womens' organization in the north featuring a range of services from day care to shower facilities.

COMMUNITY COUNCIL SERVICES, Inuktitut, 25:59 min.

A short interview with a community council man how the services were then when they first started and how it is now.

DENTIST, Inuktitut & English, 27:46 min.

Showing all the sweets that ruin the teeth, the dentist with patients, dentists shows how you should brush your teeth, and how to keep them from getting cavaties.

HOW TO BUILD AN IGLOO, Inuktitut, 20 min.

A man demonstrates how to build an igloo also being interviewed what kind of snow you should use to build an igloo.

HOW TO USE THE TV SET, Inuktitut, 13 min.

Explaining how you should use the t.v. set.

HUNTING AND SURVIVAL, Inuktitut, 55 min.

Interviewing Noah Qumak about hunting and how to survive while hunting.

TRANSPORTATION IN SUGLUK, Inuktitut, 25 min.

Transportation, dogteams, ski-doo, helicopters and airplanes.

INUKTITUT EDUCATION, Inuktitut, 35 min.

Teaching young Inuit children in Inuktitut in classrooms also carving soapstones, and sewing.

Item J

Selected Listing:

Information Requests on Inukshuk Network

INFORMATION REQUESTED ON INUKSHUK NETWORK

1. Ainu Federation, Sapporo, Japan
2. Native Citizens Directorate, Department of Secretary of State
3. Canadian Film Group
4. Bob Cash, Willowdale, Ontario
5. Carleton Journalism students (too numerous to list)
6. Bella Bella Band Council, Waglisla, B.C.
7. Institute for Communication Research, Stanford University, Stanford, California
8. University of Alaska, Fairbanks, Alaska
9. AB Finnish Broadcasting Corporation, Helsinki, Finland
10. University of Mindanao, Davao City, Philippines
11. Museum of the American Indian, New York, N.Y.
12. F.C. Haussmann Consulting, Toronto
13. Swedish Television, Stockholm, Sweden
14. Court House, Yellowknife
15. University of Alaska, Fairbanks, Alaska
16. Native Communications Society of the Western N.W.T.
17. Broadcasting Development Division, Department of Communications, Australia
18. Athapaskan Language Steering Committee, Department of Education, Government of the N.W.T.
19. Department of Education, Whitehorse, Yukon
20. Canadian Federation of University Women, University of Manitoba, Winnipeg.

Item K

Inuit Tapirisat and the CBC Northern Television Service: Chronology of Events, May 1976-October 1980

INUIT TAPIRISAT

and the

CBC NORTHERN TELEVISION SERVICE

C H R O N O L O G Y of E V E N T S

1. May 3, 1976: ITC and other Northerners appear as intervenors at the CRTC Hearings held in Winnipeg, to consider the renewal of CBC television licences for Frobisher Bay and Rankin Inlet.

2. September 13, 1976: CRTC issues Decision 76-643, renewing the CBC licences, and Mr. Boyle, Chairman of the CRTC, sends a public letter to Mr. Johnson, President of the CBC, summarizing the problems raised by Northerners at the Winnipeg Hearings.

3. October 26, 1976: Inuit Tapirisat meets with the Minister of Communications, and submits an appeal requesting that the Governor-in-Council refer CRTC Decision 76-643 back to the CRTC for re-consideration and hearing.

4. November 15, 1976: The Clerk of the Privy Council informs ITC that the Ministers of Communications and Northern Affairs and the Secretary of State want to pursue the matter directly with the CBC, and seek concrete measures to begin improving northern television programming at an early opportunity.

5. December 8, 1976: ITC writes to the Clerk of the Privy Council to request that ITC be represented at any meetings that the Ministers may have with CBC to discuss the Northern Television Service.

6. March 11, 1977: The Minister of Communications informs ITC that she has met with the Minister of Northern Affairs and Secretary of State, and they have designated the Secretary of State to approach the CBC on their behalf, to seek as positive a response as possible from the corporation.

7. April 19, 1977: The Minister of Northern Affairs writes ITC to confirm that he will be arranging a meeting at which ITC, the Ministers involved and the President of the CBC can pursue the matter.

8. April 28, 1977: ITC replies to the Minister of Communications' letter of March 11, to inform her that Mr. Allmand will be arranging a meeting with ITC, the Ministers and the President of CBC, at which ITC will be able to present their case regarding the Northern Television Service. ITC reiterates that they are totally opposed to that portion of the Northern Broadcasting Plan relating to television.

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9. May 4, 1977: ITC files a brief with the CRTC Committee of Inquiry into the National Broadcasting Service, documenting its case that there is unanimous agreement that the CBC is not fulfilling its mandate in the North. ITC argues that, despite lip service to the contrary, they do not believe the problem is under active review by any of the responsible bodies.

10. May 26, 1977: At a meeting of the Standing Committee on Indian Affairs and Northern Development, Mr. Holmes, MP, questions Mr. Allmand about what he is doing to respond to ITC's concerns regarding the Northern Television Service. The response given by Mr. Allmand and his officials is that ITC wants the implementation of the Northern Broadcasting Plan to be accelerated. The Committee is informed that the meeting with ITC, CBC and the Ministers is scheduled for "next month".

11. June 9, 1977: ITC writes Mr. Allmand to request an explanation for the above misrepresentation of their position and ITC's ignorance of the imminent meeting.

12. June 14, 1977: ITC responds to CBC's policy statement "Touchstone for the CBC" with outrage. There is virtually no mention of Canada's native people, nor their broadcasting needs, and although much emphasis is given to the importance of reflecting "ethnic cultures" in each community, the reference is to Polish, Ukrainian, German, Chinese, Portugese, etc..

13. July 5, 1977: Mr. Allmand writes ITC to express his regrets about the misrepresentation of the ITC position, and informs ITC that he has written to Mr. Roberts seeking his assistance in arranging the proposed meeting with the President of CBC.

14. July 20, 1977: The CRTC Committee of Inquiry into the National Broadcasting Service releases its report. Specific mention was made of the broadcasting by satellite of regular southern programs to the native peoples of the North, "without any regard for the culture shock that such programs carried with them".

15. July 27, 1977: ITC writes the President of CBC to request his agreement to participate in the proposed meeting.

16. October 28, 1977: ITC meets with the Secretary of State, the Minister of DIAND and the President of CBC. They all agree that the CBC Northern TV Service should be improved but no concrete action is suggested other than to set up an ITC-Governmental Committee to look at the problem. (To date what this group has done is support ITC's Anik B proposal.)

17. September 14, 1977: The Chairman and Settlement Secretary of Spence Bay appear before the CRTC in Ottawa,with ITC, to say they

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want CBC to bring them television service but they want improved programming and local access.

18. November 1, 1977: The CRTC issues CBC a licence to provide the existing TV service to Spence Bay. The decision says the CRTC views the concerns of the Inuit "very seriously" but gives no direction to CBC to increase the northern programming content or provide the community with local access.

19. December 13, 1977: ITC refuses to ask Northerners to fly down south to appear in person at the CRTC hearing in Winnipeg to hear CBC - TV licence renewals. ITC submits a written intervention statement urging the CRTC to direct CBC to increase its northern programming content. They ask the CRTC to hold northern hearings to consider the CBC network licence renewal.

20. March 7, 1978: CRTC issues CBC licences renewing their TV service in the N.W.T. CRTC mentions CBC's promise to set up a Yellowknife production centre and gives no direction to CBC to increase its northern programming content. The CRTC says they want to talk further about this at the "special" Northern hearings to be held in April.

21. April 7 - 20, 1978: CRTC holds Northern hearings re: CBC Network Licence Renewal in Inuvik, Yellowknife, Cambridge Bay, Rankin Inlet, Pond Inlet, Frobisher Bay and Fort Chimo. CRTC is unable to get to Nain because of bad weather but Nain people send their representations by audio tape.

22. May 5, 1978: Department of Communications announces the approval of ITC's pilot project for use of the Anik B satellite for a six month period beginning in September, 1980.

23. September 27, 1978: Department of Indian and Northern Affairs approves funding of $1.9 million for the three year ITC Anik B project which includes training of staff and a pre-test period in preparation for the six month live satellite phase.

24. October 2, 1978: ITC informs the CRTC that it will not be intervening in the CBC network licence renewal being held in Ottawa. ITC's reasons are that they do not believe that the CRTC will do anything to compel the CBC to increase its Northern programming content. ITC questions whether CRTC has any power over the CBC and asks the CRTC to publicly declare the limits of its power.

25. November 1, 1978: ITC's Anik B project, "Inukshuk" begins with the hiring of David Simailak from Baker Lake as the Project Director.

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26. June 28, 1979: ITC writes to the CRTC Chairman, Secretary of State, the Minister of Communications and the Minister of Indian and Northern Affairs that the Federal Government initiatives to encourage the availability of satellite packages of eight or nine television signals to all Canadian communities, including the North, are putting ITC's Anik B project in jeopardy. ITC asks for time before more southern broadcasters are allowed to penetrate the North to allow for the growth of an Inuit production industry.

27. September 7, 1979: Resolution is passed at ITC's Annual meeting in Igloolik resolving "that no more television channels be brought into Inuit communities unless the channels are controlled by the community and unless revenue from such channels go to local broadcasting societies for the production of Inuit programming."

28. September 12, 1979: The Minister of Indian and Northern Affairs responds to above letter agreeing that introduction of multi-channel television services to Inuit communities could be detrimental to many aspects of the ITC project.

29. February 28, 1980: ITC appears before the CRTC Committee on Extension of Service to Northern and remote communities in Baker Lake, N.W.T. to call for the creation of an Inuit Television Service and financial support for an Inuit Broadcasting System.

30. April 18, 1980: ITC appears before the CRTC Committee on Extension of Service in Ottawa to reiterate the position put forward in Baker Lake on February 28.

31. July, 1980: The CRTC Committee on Extension of Service releases its report "The 1980s: A Decade of Diversity". It recommends that "consideration should be given to providing financial and other support, on the largest feasible scale, to the creation of an Inuit broadcasting system to operate a network of services available in all Inuit communities"

32. October 10, 1980: Resolution is passed at ITC's Annual Meeting in Coppermine resolving that the CBC Northern Service, Inukshuk and TNI be merged to create a new broadcasting network in the North and that ITC's negotiations on Inuit land claims must include communications as a priority item.

Item L

Log of Aired Programs: Inukshuk Network

Anik B Phase I

DATE 1980	(EASTERN)	PROGRAM TITLE	DESCRIPTION	PRODUCER	MODE
Sept. 29	1830-2300	Opening Night	Official launching of Inukshuk network with presentations from each community and live performance of Greenland singers videotapes included:	Inukshuk	mix of live, interactive and and pre-taped
	1849-1903	Minnie Freeman	Interview with the author of "Life Among the Qadlunaat"	Nunatsiakmiut	videotape
	1918-1928	Kayak Making	Andy Aulatgut of Eskimo Point shows how to make a kayak	Inukshuk Eskimo Point	videotape
	1928-1943	Summer Games	Keewatin Summer Games at Whale Cove August 13-19, 1979	Inukshuk Eskimo Point	videotape
	2012-2026	Kauyajuk	Legend about an orphan boy	Nunatsiakmiut	videotape
	2042-2110	True North Concert	Taping of Folk Concert held in Frobisher Bay, summer 1979	Nunatsiakmiut	videotape
	2202-2225	Central Arctic Area Council	Explores the work of the Central Arctic Area Council	Inukshuk Cambridge Bay	videotape
Oct. 1	14:30-17:00	Students Meeting	Discussion between students in Baker Lake and Igloolik	Inukshuk	live
Oct. 2	1830-2100	Alcohol Committees Meeting	Meeting between the Alcohol Committees of Pond Inlet and Igloolik	Inukshuk Pond Inlet	live
	2103-2133	Tuktusiurniq	Hunters in Pond Inlet describe how to hunt caribou and where on the body animals should be shot for an efficient kill	PIC-TV	videotape

DATE 1980	(EASTERN)	PROGRAM TITLE	DESCRIPTION	PRODUCER	MODE
	2135-2204	Saalaumanirq	History of Frobisher Bay, explanation of need for land claims settlement	Inukshuk	videotape
	2205-2237	Transportation in Sugluk	Transportation, dogteams, skidoos, helicopters and airplanes	Taqramiut Nipingat	videotape
	2238-2256	Rankin Today	What people of Rankin are like today, their jobs, schools, businesses and way of life	Peter Ittinuar	videotape
Oct. 6	1435-1505	Ayagarmiut	Older men show the making and use of traditional games and tools	PIC-TV	videotape
	1505-1657	Senior Citizens Meeting	Interactive meeting among the Senior Citizens organizations of the six communities	Inukshuk	live
	1830-2045	Hunters & Trappers Meetings	Discussion among Hunters and Trappers associations	Inukshuk Baker Lake	live
	2050-2059	Qilaluganiatut	Hunting Beluga Whale near Frobisher Bay	NFB/DIAND	videotape
	2100-2158	Hunting & Survival	Interviewing Noah Qumak about hunting and how to survive	Taqramiut Nipingat	videotape

DATE 1980	TIME (EASTERN)	PROGRAM TITLE	DESCRIPTION	PRODUCER	MODE
	2200-2230	Community Council Services	Interview with a council member about how services were when they first started and how they are now.	Taqramiut Nipingat	videotape
	2230-2255	Kooneloosie Nutarak and Targark	Two older men talking about survival in the winter time	PIC-TV	videotape
Oct. 8	1435-1700	Young People's Meeting	Meeting among the young people in all six communities including following videotapes:		
		True North Concert	Taping of Folk Concert held in Frobisher Bay, summer 1979	Nunatsiakmiut	videotape
		How to Use a TV Set	Instructional	Taqramiut Nipingat	videotape
		The Owl who married a Goose	Animated Inuit legend about an owl's love for a goose	NFB	videotape
		Nunatsiaq, The Good Land	Inuit explain about their land, their life and their place in Canadian society	Inuit Tapirisat	videotape
		Drum Dance	Drum Dance held at ICI, Christmas 1979, Eskimo Point	Inukshuk Eskimo Pt.	videotape

DATE 1980	TIME (EASTERN)	PROGRAM TITLE	DESCRIPTION	PRODUCER	MODE
		Alphabet	Instruction in the syllabics alphabet	Pia Pootoogook	videotape
Oct. 9	1830-1900	True North Concert	Taping of Folk Concert held in Frobisher Bay, summer 1979	Nunatsiakmiut	videotape
	1900-2234	Ladies Auxiliary Meeting	Interactive meeting with the Ladies Auxiliary in each community including	Inukshuk Frobisher Bay	live
	2235-2257	Interpreter Corps	Interview with members of the Interpreter Corps	Inukshuk	videotape
Oct. 15	1430-1445	Nunatsiaq The Good Land	Inuit explain about their land, their life and their place in Canadian society	Inuit Tapirisat	videotape
	1445-1657	Old Folks Meeting	Interactive Meeting among the old folks societies in the six communities	Inukshuk	live
Oct. 16	1830-2204	Students Meeting	Students meet with relatives in home communities	Inukshuk	live
	2205-2215	Kayak Making	Andy Aulatjut of Eskimo Point shows how to make a kayak	Inukshuk Eskimo Pt.	videotape

DATE 1980	(EASTERN)	PROGRAM TITLE	DESCRIPTION	PRODUCER	MODE
Oct. 20	1830-2300	ITC Annual Meeting Wrap-Up	ITC delegates report to the communities on the ITC Annual Meeting with questions including the following videotape	Inukshuk	live
		Suluk & Doyle	Suluk and Doyle discuss Nunavut	Inukshuk	videotape
Oct. 21	2001-2132	Territorial Council Special	Public Affairs show explaining the history and functions of the NWT Territorial Council	Inukshuk	live
Oct. 22	1430-1700	Health Workers	Local health committees and public health workers discuss their work including video-tape:	Inukshuk	live
		T.B. Prevention	Taped interview with health worker in Eskimo Point discussing TB prevention	Inukshuk Eskimo Point	videotape
Oct. 23	1830-1900	Greenlanders	Greenlanders present-ation of songs and dances	Inukshuk	videotape
	1900-1959	Territorial Council Special	Public affairs show explaining the history and functions of the NWT Territorial Council	Inukshuk	videotape
	2000-2257	Councillors' Special	Live interviews with all Eastern Arctic council members on the key issues and their stand. Followed by discussions with their constituents	Inukshuk	live

DATE 1980	TIME (EASTERN)	PROGRAM TITLE	DESCRIPTION	PRODUCER	MODE
Oct. 27	1430-1657	Education Meeting	TEP (Teachers Education Program) students do culture demonstration followed by discussion with Inuktitut teachers in other communities	Inukshuk	live
	1830-1930	Hunters & Trappers Meeting	Meeting between Baker Lake and Eskimo Point Hunters and Trappers Association on grizzly bears.	Inukshuk	live
Oct. 30	1835-1905	Kitikmeot Inuit Association	A review of the work and the staff members of the Kitikmeot Inuit Association	Inukshuk Cambridge Bay	videotape
Nov. 3	1830-19:30	Territorial Council Debate on Nunavut	Edited highlights of the week's council session	Inukshuk	videotape
	19:30-21:30	Special Committee on Education Meeting	Council's Special Committee on Education meets with Education Committees in 5 communities	Inukshuk	live
	21:30-22:57	William Noah and Mark Evaluardjuk	Territorial Council members answer their constituents' questions	Inukshuk	live
Nov. 5	14:45-16:45	Inuit Teachers' meeting	Teachers discuss use of Inukshuk for educational programming	Inukshuk	live
Nov. 6	18:30-19:00	Peter Ittinuar	Interview with Nunatsiaq's MP	Inukshuk	videotape

DATE 1980	TIME (EASTERN)	PROGRAM TITLE	DESCRIPTION	PRODUCER	MODE
Nov. 6	19:00-21:30	Housing Association meeting	Frobisher Bay Housing Association reports to 5 communities on a recent conference	Inukshuk	live
	21:30-22:30	Our Native Heritage	A group of Inuit show their skills at the Ontario Science Centre	TV Ontario	videotape
Nov. 10	14:30-17:00	Meeting of local TV Societies	Inukshuk TV license-holders meet to discuss local transmission	Inukshuk	live
	18:30-19:00	The Annanacks	The story of how the first successful co-op was formed in George River, Quebec	National Film Board	videotape
	19:00-20:00	Tukaq Theatre	Inuit actors from Greenland		videotape
	20:00-21:30	Nunavut Debate	Highlights of Territorial Council's debate on division of the NWT	Inukshuk	videotape
	21:40-22:40	Nunavut Debate Analysis	Panel discussion on the implications of the debate	Inukshuk	videotape
Nov. 12	14:30-17:00	Womens' Auxiliary meeting	Women meet to discuss organizational techniques	Inukshuk Pond Inlet	live
Nov. 13	18:30-19:00	Community Council Services	Interview with a council member about how services were when they first started and how they are now	Tagramiut Nipingat	videotape

DATE 1980	TIME (EASTERN)	PROGRAM TITLE	DESCRIPTION	PRODUCER	MODE
Nov. 13	19:00-22:57	Hunters and Trappers Association's Meeting	Hunters and Trappers Associations in 6 communities discuss game management	Inukshuk Eskimo Point	live
Nov. 17	14:30-17:00	Old Folks' meeting	Senior Citizens talk about how they can use Inukshuk	Inukshuk	live
	18:30-19:00	Greenlanders	Students demonstrate traditional songs and dances	Inukshuk	videotape
	19:00-19:30	Salaumanirq	History of Frobisher Bay explanation of need for land claims settlement	Inukshuk	videotape
	19:30-22:45	Hunters and Trappers Association's meeting	Hunters and Trappers Association's in 6 communities discuss polar bears and narwhales	Inukshuk Igloolik	live
Nov. 19	14:30-17:00	Cultural inclusion Teachers' Meeting	Inuit cultural teachers discuss curriculum and problems	Inukshuk	live
Nov. 20	18:30-19:00	Etutu Etidloie	Popular Inuk entertainer	Inukshuk	videotape
	19:00-22:57	Fire Brigades' meeting	Fire Brigrades in 6 communities discuss fire-fighting and training techniques	Inukshuk Igloolik	live
Nov. 24	14:30-17:00 18:30-22:57	Bell Canada Consultation	Bell Canada representatives met with Councils and public in 5 communities to hear their complaints and find solutions	Inukshuk	live

DATE 1980	TIME (EASTERN)	PROGRAM TITLE	DESCRIPTION	PRODUCER	MODE
Nov. 26	14:30-15:00	TEP Demonstration	Students demonstrate Inuit artifacts	Inukshuk	videotape
	15:00-15:30	Hunger Knows No Laws	A film about the bow-head whaling by the Inupiat of Alaska	North Slope Alaska	videotape
	15:30-16:00	Etulu Etidloie	Popular Inuk entertainer	Inukshuk	videotape
	16:00-16:30	Greenlanders	Students demonstrate traditional songs and dances	Inukshuk	videotape
	16:30-16:45	Alexis Utatnaq	Popular Inuk entertainer	Inukshuk	videotape

DATE	TIME (EASTERN)	PROGRAM TITLE	DESCRIPTION	PRODUCER	MODE
Nov. 27	1830-1900	Interview with Hans-Pavia-Rosing	Studio interview with President of the Inuit Circumpolar Conference	Inukshuk	videotape
	1900-2030	Education Committees Meeting	Meeting between Education Committees in 5 communities to discuss issues of common concern	Inukshuk Frobisher Bay	live interactive
	2030-2145	The People's Land	Film on the people of Pond Inlet (English)	Hugh Brody-Scott Polar Institute	videotape
Dec. 1	1830-2243	Grand Opening	Official Grand Opening of the Inukshuk network including live appearances by Francis Fox, Minister of Communications, CRTC and CBC representatives, speeches from all network communities, and pre-taped segments from all network communities. (NOTE: this event marks the installation of local transmitters in all network communities except Igloolik)	Inukshuk/Peter Tapatai	mix of live, interactive and pre-taped
Dec. 3	1430-1700	Senior Citizens' Meeting	Cancelled due to technical problems with satellite	Inukshuk Eskimo Point	
Dec. 4	1832-1847	Inukshuk	General Introduction to the Inukshuk Project	Inukshuk	videotape
	1847-1855	Inukshuk Community Co-ordinators' slide show	Explanation of the interactive broadcast system	Inukshuk	videotape

DATE	TIME (EASTERN)	PROGRAM TITLE	DESCRIPTION	PRODUCER	MODE
	1857-1900	The Child	Musical vignette	Inukshuk/Baker Lake	videotape
	1900-1930	Peter Ittinuar and Willie Adams	Feature on the Inuit MP and Senator in Ottawa	Nunatsiakmiut	videotape
	1930-1942	Alexis Utatnaq	Popular Inuk singer	Inukshuk	videotape
	1942-1945	Choppers	musical vignette	Inukshuk/Pond Inlet	videotape
	1945-2010	Interview with Hans Pavia-Rosing	Studio interview w/ President of the ICC	Inukshuk	videotape
	2010-2040	Puppets	Entertainment feature on children's puppet show	Nunatsiakmiut	videotape
	2040-2055	Kauyajuk	Entertainment	Nunatsiakmiut	videotape
	2055-2100	Faces	Musical vignette	Inukshuk/Eskimo Point	videotape
	2100-2156	Hunting & Survival	Film about life on the land in northern Quebec	Taqramiut Nipingat	videotape
	2156-2200	Sik Sik	Musical vignette	Inukshuk/Baker Lake	videotape
	2200-2229	Kitikmeot Inuit Association	Feature on the KIA and its activities	Inukshuk Cambridge Bay	videotape

DATE	TIME (EASTERN)	PROGRAM TITLE	DESCRIPTION	PRODUCER	MODE
	2229-2253	Rankin Today	Feature on Rankin Inlet	D.I.A.N.D.	videotape
Dec. 8	1832-1843	Kayak Making	Andy Aulatjut of Eskimo Point shows how to make a kayak	Inukshuk/Eskimo Point	videotape
	1843-1859	Summer Games	Keewatin Summer Games at Whale Cove, August, 1979	Inukshuk/Eskimo Point	videotape
	1859-1914	Drum Dance	Drum Dance held at ICI, Christmas 1979, Eskimo Point	Inukshuk/Eskimo Point	videotape
	1914-2010	Amautik in Inoucd-jouac	Traditional women's parkas-sewing and wearing	Taqramit Nipingat	videotape
	2010-2024	Kayariatursinajut	Kayak Trip	Nunatsiakmiut	videotape
	2024-2039	Kingarmiut Ukiuliman-iq Umiartuputut	Year-round Sailing in Cape Dorset	Nunatsiakmiut	videotape
	2039-2211	Nanook Taxi	Feature Film	Ed Folger	videotape
	2211-2225	Nuuk Greenland	Feature on the community of Nuuk	Nunaksiakmiut	videotape
	2225-2240	Nunatsiaq, The Good Land	Inuit explain about their life and their place in Canadian Society	Inuit Tapirisat of Canada	videotape
Dec. 10	1430-1700	Meeting cancelled due to technical problems			

DATE	TIME (EASTERN)	PROGRAM TITLE	DESCRIPTION	PRODUCER	MODE
Dec. 15	1430-1700	Meeting cancelled due to technical problems			
	1430-1441	Owl Who Married a Goose	Animated legend	National Film Board	videotape
	1441-1459	Rise & Fall of the Great Lakes	A lesson in Canadian geography	National Film Board	videotape
	1509-1539	True North Concert	Inuk and southern entertainers in Concert	Nunatsiakmiut	videotape
	1539-1611	Owl & Lemming	Animated legend	National Film Board	videotape
	1611-1619	Lumaaq	Animated legend	National Film Board	videotape
	1629-1640	Man and the Giant	Animated legend	National Film Board	videotape
	1832-1902	Etulu Etidloie	Popular Inuk entertainer	Inukshuk	videotape
	1902-2230	Health Services Meeting	Baffin Health Committess discuss concerns about health services in Baffin Region	Inukshuk	live interactive
Dec. 17	1430-1700	Anglican Vestries Meeting	Anglican Vestries in 4 communities discuss their work	Inukshuk	live interactive

DATE	TIME (EASTERN)	PROGRAM TITLE	DESCRIPTION	PRODUCER	MODE
Dec. 18	1832-2000	Baffin Regional Council meeting	BRC representatives in 3 communities discuss the minutes & follow-up to their last meeting	Inukshuk	live interactive
	2000-2200	People of the Seal Parts 1 & 2	Netsilik Eskimos on the land (English)	National Film Board	videotape
	2200-2215	Asivaqtin	Hunting party from Frobisher Bay Correctional Centre	National Film Board	videotape
	2215-2230	Qilaluganiatut	Hunting Beluga Whale near Frobisher Bay	National Film Board/D.I.A.N.D.	videotape
Dec. 22	1830-2245	Christmas Special	Christmas features from all Inukshuk network communities -including church services, carol singing, games, Christmas Parade	Inukshuk	videotape
Jan. 5	1430-1444	Cooking with Janet Part 2	Nutritious & economical cooking with country foods	Inukshuk/Baker Lake and Adult Education	videotape
	1445-1452	Harmful Products	Explanation of standard labels on household hazardous products	Inukshuk/ Frobisher Bay and Adult Education	videotape
	1830-1924	People of the Seal	Netsilik Eskimos on the land	National Film Board	videotape

DATE	TIME (EASTERN)	PROGRAM TITLE	DESCRIPTION	PRODUCER	MODE
	1930-2130	Search & Rescue Squad meeting	Meeting of Search & Rescue squads in 6 communities discuss their procedures	Inukshuk/ Frobisher Bay	live interactive
	2131-2230	Cree Hunters of Mistassini	James Bay Cree living on the land (English)	National Film Board	videotape
	2230-2257	Igloolik	Portrait of the community (English)	O.E.C.A.	videotape
Jan. 7	1430-1700	Sr. Citizens meeting	cancelled due to satellite problems	Inukshuk/Eskimo Point	
Jan. 8	1830-1852	Cooking with Janet Part 1	Nutritious & economical cooking with country foods	Inukshuk/Baker Lake and Adult Education	videotape
Jan. 8	1900-1929	True North Concert	Inuk and southern entertainers in concert	Nunatsiakmiut	videotape
	1930-2230	Education Authorities meeting	Live meeting of Local Ed. Committees with administrators of the high school and hostel in Frobisher Bay	Inukshuk	live interactive
	2230-2258	Nunvat Land Claims Part 1	Interview with Chief Negotiator Tom Suluk	Inukshuk	videotape
Jan. 12	1430-1500	Cooking with Janet Part 3	Nutritious & economical cooking with country foods	Inukshuk/Baker Lake & Adult Education	videotape

DATE	TIME (EASTERN)	PROGRAM TITLE	DESCRIPTION	PRODUCER	MODE
Jan. 12	1500-1525	Baker Lake Holiday Show	Christmas games & activities	Inukshuk/Baker Lake	videotape
	1530-1553	Ayagarmiut	Old people talk about traditional games & tools	PIC-TV	videotape
	1600-1629	Charlie Panigoniak sings	Popular Inuk entertainer	Inukshuk/Eskimo Point	videotape
	1630-1645	Rise & Fall of the Great Lakes	A lesson in geography	National Film Board	videotape
	1830-1924	People of the Seal Part 2	Netsilik Eskimos on the land (English)	National Film Board	videotape
	1930-2130	Legal Aid Live Information Program including:	Legal Aid Society representatives explain how their organization works, and answer questions from Baffin communities	Inukshuk	mixture of live interactive & videotape
		Legal Aid dramatization on "show-cause hearing"		Inukshuk	videotape
Jan. 12	2130-2200	Etulu Etidloie	Popular Inuk entertainer	Inukshuk	videotape
	2200-2229	Charlie Panigoniak sings	Popular Inuk entertainer	Inukshuk/Eskimo Point	videotape
Jan. 14	1430-1500	Greenlanders	Students demonstrate traditional songs, dances, and costumes	Inukshuk	videotape

DATE	TIME (EASTERN)	PROGRAM TITLE	DESCRIPTION	PRODUCER	MODE
Jan. 14	1500-1700	Students' Meeting	Grade 8 students in 5 communities respond to questions from Cambridge Bay students	Inukshuk/ Cambridge Bay & Cambridge Bay Grade 8 students	live
Jan. 15	1830-1845	Cooking with Janet Part 2	Nutritious & economical cooking with country foods	Inukshuk/Baker Lake and Adult Education	videotape
	1852-1900	Harmful Products	Explanation of standard labels on household hazardous products	Inukshuk/Frob. Bay and Adult Education	videotape
	1900-1930	Owl & Lemming Man & the Giant Lumaaq Ships & Choppers	Animated Inuit legends musical vignette	National Film Board Inukshuk	videotape videotape
	1930-2215	Meeting of Anglican Church helpers	Anglican Church helpers in 4 communities meet to discuss church affairs	Inukshuk/ Pond Inlet	live
Jan. 15	2215-2245	A Matter of Survival	Culture & politics of Alaska Inuit	North Slope Borough	videotape
Jan. 19	1430-1450	Cooking with Janet Part 4	Nutritious & economical cooking with country foods	Inukshuk/Baker Lake and Adult Education	videotape
	1500-1600	Meeting of Education Committees	Education Committees in 4 communities meet to discuss common concerns	Inukshuk Cambridge Bay	live

DATE	TIME (EASTERN)	PROGRAM TITLE	DESCRIPTION	PRODUCER	MODE
	1600-1657	Teacher Education Program	Lena Evik of the T.E.P. instructs Inuit teachers and classroom assistants in basic teaching methodology	Inukshuk	live
	1830-1857	Jeux Musicaux des Inuit	Traditional singing and throat games		videotape
	1900-2200	Meeting of Hunters & Trappers' Associations	HTA's in 3 communities meet to discuss narwhales	Inukshuk/Pond Inlet	live-interactive
	2200-2215	Owl and the Raven	Animated legend	National Film Board	videotape
	2215-2230	Alexis Utatnaq	Popular Inuk entertainer	Inukshuk	videotape
Jan. 21	1430-1700	Senior Citizens' meeting	Senior Citizens in Baker Lake and Igloolik meet to discuss the old days (originally scheduled meeting among six communities cancelled due to technical problems)	Inukshuk	live
Jan. 22	1830-1849	Cooking with Janet Part 3	Nutritious & economical cooking with country foods	Inukshuk/Baker Lake and Adult Education	videotape
	1850-1857	Harmful Products	Explanation of standard labels on household hazardous products	Inukshuk Frobisher Bay and Adult Education	videotape

DATE	TIME (EASTERN)	PROGRAM TITLE	DESCRIPTION	PRODUCER	MODE
Jan. 22	1900-2000	The Peoples' Land	Film on the people of Pond Inlet (English)	Hugh Brody	videotape
	2000-2028	Surusiit	Special on Inuit children International Year of the Child	Nunatsiakmiut	videotape
	2030-2028	Nanook Taxi	Feature Film	Ed Folger	videotape
	2200-2229	TB Prevention	Community health worker lectures on TB	Inukshuk/Eskimo Point	videotape
	2230-2247	Nunavut Land Claims Series Part 2	Tom Suluk, Chief negotiator, talks about progress of negotiations	Inukshuk	videotape
Jan. 26 Jan. 30	All public broadcasting cancelled to allow Inukshuk staff to hold an evaluation meeting over the satellite system.				live
Feb. 2	1500-1515	Inuituenaugata		Nunaksiakmiut	videotape
	1516-1529	Inukshuk	General Introduction to the Inukshuk Project	Inukshuk	videotape
	1530-1558	Matter of Survival	Culture & politics of Alaskan Inuit	North Slope Borough	videotape
	1600-1628	Igloolik	Community portrait (English)	O.E.C.A.	videotape
	1630-1657	Inuit		National Film Board	videotape

DATE	TIME (EASTERN)	PROGRAM TITLE	DESCRIPTION	PRODUCER	MODE
Feb. 2	1830-1858	The Sami	Aboriginal people of Lapland	National Film Board	videotape
	1900-2255	Baffin Region Inuit Association live information program on the Hunter Kill Survey	BRIA staff explain the history and purpose of the survey and discuss with HTA's and BRIA fieldworkers in Igloolik and Pond Inlet	Inukshuk	live interactive
Feb. 4	1430-1700	Old Folks meeting	Old people in 4 communities meet to discuss why young people get into trouble with law and how to help them	Inukshuk/Eskimo Point	live
Feb. 5	1830-1850	Cooking with Janet Part 4	Nutritious & economical cooking with country foods	Inukshuk/Baker Lake and Adult Education	videotape
	1900-2200	Search & Rescue Squads meeting	Search & Rescue squads in 4 communities discuss their organizational structures	Inukshuk/Eskimo Point	live
	2201-2249	Nunavut Land Claims Series Parts 1 & 2	Tom Suluk, Chief negotiator, talks about progress of negotiations	Inukshuk	videotape
Feb. 9	1430-1459	Cooking with Janet Part 5	Nutritious & economical cooking with country foods	Inukshuk/Baker Lake and Adult Education	videotape
	1500-1600	Pond Inlet students' Community Survey	Pond Inlet students ask Igloolik students about their community	Inukshuk/Pond Inlet	live

DATE	TIME (EASTERN)	PROGRAM TITLE	DESCRIPTION	PRODUCER	MODE
Feb. 9	1600-1659	Our Land is Our Life	James Bay Cree oppose massive developmenton their land (English)	National Film Board	videotape
	1830-1900	Asivaqtin	Hunting party from the Frobisher Bay Correctional Centre	National Film Board/D.I.A.N.D.	videotape
	1901-2200	Canadian Arctic Co-ops Federation Limited live information Program	Louis Tapardjut, President and Joe Enook, Education Officer, explain the principles of the co-ops and answer questions from six communities	Inukshuk/ Igloolik and Frobisher Bay	mixture of live, interactive and pretaped.
Feb. 9	2201-2213	The Green Paper	Federal Government's draft policy on resource development in Lancaster Sound (English)	D.I.A.N.D.	videotape
	2214-2231	Interview with John Munro, Minister of Indian & Northern Affairs	Interview on the Green Paper and Land Claims (English)	Inukshuk	videotape
Feb. 11	1502-1531	Surusiit	Special on Inuit children International Year of the Child	Nuntsiakmiut	videotape
	1532-1628	Hunting & Survival	Traditional skills of Northern Quebec Inuit	Taqramit Nipingat	videotape
Feb. 12	1830-1859	Cooking with Janet Part 5	Nutritious & economical cooking with country foods	Inukshuk/Baker Lake and Adult Education	videotape

DATE	TIME (EASTERN)	PROGRAM TITLE	DESCRIPTION	PRODUCER	MODE
Feb. 12	1900-1953	The Sami Part 1 & 2	Aboriginal people of Lapland	National Film Board	videotape
	2000-2025	Rankin Today	What people of Rankin are like today, their jobs, schools, businesses and way of life	Peter Ittinuar /D.I.A.N.D.	videotape
	2026-2100	Conservation with John Nakqulak	Nakqulak shows carvings, plays accordian, talks about his life	D.I.A.N.D.	videotape
Feb. 12	2101-2128	ICNI: Mark Gordon and Eric Tagoona	Interview on ICNI's role in the constitutional debate	Inukshuk	videotape
	2130-2225	ICNI	Appearance of ICNI before the constitutional Committee in Ottawa (English)	House of Commons	videotape
	2230-2245	Nunavut Land Claims Series Part 3	Interview with Alan Mahagak, Director, ITC Land Claims (English)	Inukshuk	videotape
Feb. 16	1430-1500	Cooking with Janet Part 6	Nutritious & economical cooking with country foods	Inukshuk/Baker Lake and Adult Education	videotape
	1501-1600	Pond Inlet students' Community Survey	Pond Inlet students ask Baker Lake students about their community	Inukshuk/Pond Inlet	live
	1830-1859	Inuit Non-Profit Housing Corporation	Interview with David Tulugah, INPHC President	Inukshuk	videotape

DATE	TIME (EASTERN)	PROGRAM TITLE	DESCRIPTION	PRODUCER	MODE
Feb. 16	1900-1929	TB Prevention	Community health worker lectures on TB	Inukshuk/Eskimo Point	videotape
	1930-2100	Nanook Taxi	Feature Film	Ed Folger	videotape
Feb. 16	2100-2128	Charlie Panigoniak sings	Popular Inuk entertainer	Inukshuk/Eskimo Point	videotape
	2130-2228	Constitutional Committee	Proceedings of the Constitutional Committee passing the historic motion to include aboriginal rights in the Charter of Rights (English)	House of Commons	videotape
	2230-2255	Interview with Peter Ittinuar, MP	Ittinuar explains history & significance of the aboriginal rights motion	Inukshuk	videotape
Feb. 18	1430-1446	Cooking with Janet Part 1	Nutritious & economical cooking with country foods	Inukshuk/Baker Lake and Adult Education	videotape
	1447-1458	Harmful Products	Explanation of standard labels on household hazardous products	Inukshuk/ Frobisher Bay and Adult Education	videotape
	1500-1523	TEP students Demonstration	TEP students show and talk about Inuit artifacts borrowed from the museum	Inukshuk	videotape
	1523-1540	Lumaaq	Animated legend	National Film Board	videotape

DATE	TIME (EASTERN)	PROGRAM TITLE	DESCRIPTION	PRODUCER	MODE
Feb. 18	1540-1545	Owl and the Raven	Animated legend	National Film Board	videotape
Feb. 18	1545-1600	Minnie Freeman	Interview with the author of "Life Among the Qadlunaat"	Nunatsiakmiut	videotape
	1601-1629	Kauyajuk	Legend about an orphan boy	Nunatsiakmiut	videotape
Feb. 19	1830-1900	Cooking with Janet Part 6	Nutritious & economical cooking with country foods	Inukshuk/Baker Lake and Adult Education	videotape
	1900-1928	ICNI: Mark Gordon and Eric Tagoona	Interview on ICNI's role in the constitutional debate	Inukshuk	videotape
	1930-1954	Interview with Peter Ittinuar, MP	Ittinuar explains history & significance of the aboriginal rights motion	Inukshuk	videotape
	2000-2200	Live information program on the constitutional issue	Mark Gordon, Eric Tagoona and Charlie Watt of ICNI and Peter Ittinuar, MP, explain and answer questions on the constitutional issue. NOTE: Audio link-up with TNI in Northern Quebec allows a total of 11 communities to participate	Inukshuk	live/ interactive
	2201-2256	Constitutional Committee (repeated at community request from Pond Inlet)	Proceedings passing the historic motion to include aboriginal rights in charter of Rights (English)	House of Commons	videotape

DATE	TIME (EASTERN)	PROGRAM TITLE	DESCRIPTION	PRODUCER	MODE
Feb. 23	1430-1445	Cooking with Janet Part 7	Nutritious & economical cooking with country foods	Inukshuk/Baker Lake and Adult Education	videotape
	1500-1600	Pond Inlet students' community survey	Pond Inlet students ask Frobisher Bay students about their community	Inukshuk/ Pond Inlet	live
	1600-1628	Inuit		National Film Board	videotape
	1630-1655	The Annanacks	Beginning of the first co-op at George River (English)	National Film Board	videotape
	1830-1900	Etulu Etidloie	Popular Inuk entertainer	Inukshuk	videotape
	1902-1915	The Green Paper	Federal Government's draft policy on resource development in Lancaster Sound (Inuktitut)	D.I.A.N.D.	videotape
	1916-1935	Interview with John Munro, Minister of Indian and Northern Affairs	Interview on the Green Paper and Land Claims (Inuktitut)	Inukshuk	videotape
Feb. 23	1940-1948	Lumaaq	Animated Legend	National Film Board	videotape
	1950-1957	Owl who Married a Goose	Animated Legend	National Film Board	videtape

DATE	TIME (EASTERN)	PROGRAM TITLE	DESCRIPTION	PRODUCER	MODE
Feb. 23	2000-2057	Cambridge Bay Phone-in Show on Beer Sales	Re-broadcast of a local panel discussion and phone in show by Cambridge Bay Drug & Alcohol Committee	Inukshuk/ Cambridge Bay	videotape
	2100-2255	Meeting of Drug & Alcohol Committees	Cambridge Bay asks other communities about their experiences with alcohol controls	Inukshuk/ Cambridge Bay	live/ interactive
Feb. 25	1430-1656	Meeting of Anglican Ladies' Auxiliaries	Ladies Auxiliaries meet to discuss recent conference in Yellowknife, fund-raising strategies	Inukshuk/ Pond Inlet	live/ interactive
Feb. 26	1830-1852	Cooking with Janet Part 1	Nutritious & economical cooking with country foods	Inukshuk/ Baker Lake and Adult Education	videotape
	1900-1929	Charlie Panigoniak sings	Popular Inuk entertainer	Inukshuk/ Eskimo Point	videotape
	1930-1959	Etulu Etidloie	Popular Inuk entertainer	Inukshuk	videotape
	2000-2028	Louis Tapardjuk on Co-ops	Interview with Louis Tapardjuk, President of CACFL, and Joe Enook, Baffin Region Education Officer	Inukshuk	videotape
	2030-2059	True North Concert	Inuk and southern entertainers in concert	Nunatsiakmiut	videotape
	2100-2255	Musician's Meeting	Meeting for Inuit singers and musicians hosted by Charlie Panigoniak	Inukshuk/ Eskimo Point	live/ interactive

Item M

Survey Questionaire Forms

VIEWER RESPONSE QUESTIONAIRE: Frobisher Bay

ᐅᑦᓗᑊ _____ ᖃᑦᓯᔪᑦ ᓂᑊ_____

Date _____ Time _____

ᓯᑎᐱᑎ 29, 1980-ᒥ ᐃᓄᐃᑦ ᑕᐱᑎᵇ ᖁᵇ ᑯᑦ ᑐᖁᖅᖁᐅᑎᓯᓕᓕᐅᖅᒪᑕ ᑕᐅᓇ ᐃᓄᵇ ᓂᵇ ᑯᑦ
On September 29, 1980 Inuit Tapirisat began broadcasting
ᐱᓇᓯᐊᑦ ᑕᖅᑎᔪᑦ. ᖃᐅᐳᓪᒪᒐᑦ ᑕ ᖃᓄᖅ ᐃᓯᒪᖃᑎᐊᑦ ᓯᓄᵇ ᐊᖃᐅᓯᓕᓕᐊᒐᕐᓂᖅᓂᖅᓄᑦ ᐃᓄᵇ ᓯᑦ
through the Inukshuk Project. We would like to know what
ᐃᒃᐸᑦ ᓂᖃᑭᓇᑦ ᓂᖅᓂᵇ ᐃᓄᵇ ᓂᵇ.
you think of Inukshuk to help plan future programs for Inuit?

ᑕᓪᓕᖁᖃᖅᑦ ᑭᑦ?
Do you have a TV?
ᒪᓇ ᑕᓪᓕᖁᒥᵇ ᑕᐅᑐᵇ ᐱᑦ?
Are you watching TV right now?
ᑕᐅᑐᑯᐃᑦ ᑕᐃᒪ ᓇᓕᐊᓂᵇ ᑕᐅᑐᵇ ᐱᑦ?
If so, what channel are you watching?
ᐃᓄᵇ ᓯᵇ ᑯᓂᵇ ᖁᐊᖏᖃᖅᑕᖅᑭᑦ ᑕᐅᑐᖃᖅᑕᖅ ᑭᑦ?
Do you ever watch Inukshuk?
ᐅᑯᐊ ᑕᑯᓇᖃᖅᑭᒥᑦ
Do you watch

ᑲᑎᒪᓂᓕᑎᐸᑦ_____
Meetings

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Cooking with Janet

ᐃᖏᖅᑐᐃᑦ_____
singers

ᑕᑎᐅᐅᑎᑐᐃᓇᐃᑦ_____
movies

ᖃᓄᐃᑐᓂᵇ ᑕᑯᓴᐅᑎᑕᐅᐸᵇ ᑐᓂᵇ ᑕᐅᑐᓂᖅ ᓴᐅᖃᑕᒪᓇᐅᖅᐱᑦ? _____
What kind of programs would you like to see more of?

_____

VIEWER RESPONSE QUESTIONAIRE: All network communities

Telephone Survey Form - for Thursday April 9, 1981

ᐅᖃᓕᐅᑎᑯᑦ ᐊᐱᓗᑎᒃ - ᓗᑕᒥᑐᓂ ᐊᐃᐸᓂ 9, 1981

Do you have a TV?

ᑕᓪᓚᕆᖃᕐᓂᖅ?

What Channel are you watching tonight?

ᓇᓕᐊᓂᒃ ᓱᕆᐊᑎᒥᑦ ᑕᐅᑐᓂᐊᐱᑦ ᐅᖅᓄᐸᑦ ?

How do you like the Inukshuk Programs?

ᖃᓄᒃ ᐃᓗᒪᑎᕕᐅᒃ ᐃᓄᒃᓗᒃ ᑯᑦ ᑕᐅᑐᒃᓴᐅᑎᑦᑎᓕᖅᑐᑦ ?

Other comments on Inukshuk _____

_____

ᐊᓗᖅᑦ ᐃᓗᒪᒋᔭᑎᑦ ᐃᓄᒃᓗᑯᓄᓕᐸᑦ _____

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QUESTIONNAIRE FOR COMMUNITY USERS

all user groups: all communities

Inuit Tapirisat would like to know what you think of using Inukshuk broadcast system for meetings
ᐃᓄᐃᑦ ᑕᐱᑎᓴᒋᑦ ᖃᐅᔨᒪᔭᑦ ᖃᓄᖅ ᐃᓕᒪᖅ ᒪᖓᔪᓂ ᐊᑐᑦᓂᑦᑎᑦ ᐃᓄᐃᓕᓂᒃ ᑐᑭᓯᐅᑎᑦᑕ ᑲᑎᒪᓂᑦ ᓄᑖᒪᓂᑦ ᒪᑎᓕᓂᑦ ᒪᑎᓪᓗᓂᑦ ᑲᖅᑎᓂᖅ?

1) How many times did your group had a meeting over the Inukshuk system?
ᖃᓄᓂᑦ ᑕᑦ ᓗᑎᒃ ᐃᓕᒥᔭᓂ ᐊᑐᖃᒃᑕᑦ ᑕᑦᓂᒪᓕᕆ ᑲᑎᒪᒃᑯ ᓗᑎᒃ ᐃᓄᐃᒃ ᓂᒃ ᑯᑦ ᑐᑭᓯᐅᑎᖅᓴᓄ?

2) Did your group accomplish what it wanted to in the meeting?
ᑕᒃ ᑯᐊ ᐃᓕᓂ ᐊᖏᒪᓂᑦ ᓂᓕᔪᑦ ᓯᑕ ᑲᑎᒪᓂᑦ ᒧᑦ ᐱᐅᒪᔭᒥᑦ ᓄᑦ?

3) If not, why _____

ᑕᐃᒫᓴ ᓇᐃᖏᑦ ᓯᑕ, ᓴᓂᒃ _____

4) Would your group have had money to travel to meet instead of using Inukshuk _____
ᐃᓕᒥᔭᓂ ᑭᓇᐅᔭᓄᒃ ᓇᒪᒃᓴᑦ ᓯᑕ ᐃᖏᕐᕈᑕᒥᑦ ᓄᑦ ᒧᑦ ᐊᑐᖏᒫᑦ ᓗᑎᒃ ᐃᓄᐃᒃ ᓂᒃ ᑯᑦ ᑐᑭᓯᐅᑎᖅᓴᓄ?
_____

5) If the Inukshuk system continued,. would your group use it for meetings in the future? _____
ᑕᒃ ᑯᐊ ᐃᓄᒃ ᓂᒃ ᑯᑦ ᑐᑭᓯᐅᑎᑦᑕ ᐊᑐᐃᓇᑦ ᓯᑕ, ᑕᒃ ᑯᐊ ᐃᓕᒥᔭᑦ ᓂᓪ ᐊᑐᖃᒃᑕᑦ ᑕᕐᕋᑦ ᓯᑕ
ᑲᑎᒪᑎᑦ ᓗᒋᑦ ᓂᓪᓚᑦ ᓂᓪᓕᑦ?

How often? _____

ᖃᓚᒃ ᑯᑦ ᐊᑐᑦ ᑲᓇᑕᕐᕋᔭᓚ ᐱᓂᐅᒃ ᒪᓚ ᓂᐊᑦ ᑕᑦ ᓗᒍ? _____
_____

19. If you do, do you get tapes from the tape distribution club in Frobisher Bay? _____

ᑕᑎᑲᑎᖅᑭᓗ ᓇᒥᓂᖅ ᑕᑎᑦᓴᐅᔨᓂᒃᑕ ᐃᖅᑲᓂᖅ ᐱᓕᐱᓗ? _____

How often do you order tapes? _____

ᖃᓄᑎᒥ ᑎᑭᓴᐃᓕᖅ ᐱᑦ? _____

How many tapes? _____

ᑕᑎᑦᓴᓂ ᖃᓗᓂᖅ? _____

20. Are the video tapes from the Inukshuk Project important to you?

_____

ᑕᑎᑦᓴᐅᔨᑦᑕ ᐃᓄᖅᓭᑯᓂᖅ ᐱᓕᑕᓗ ᐊᑐᕐᑎᐱᒥᑦ? _____

COMMUNITY QUESTIONNAIRE : VIDEOTAPE DISTRIBUTION ; all communities

Are you receiving the tapes?

Do you object to mailing us back the acknowledging letter?

What are your comments on the programs?

How many people are seeing the tapes? How many showings of how many people each? Who? (children, adults, men, women?)

Where are the tapes shown?

When are they shown?

Are you making announcements in the communities about the avaibility of tapes?

Would you like to keep tapes longer than you are doing now?

Would that allow more people in the community to see the tapes?

Do not return tapes by AIR CARGO - it's too expensive. Send them parcel post mail

CLYDE RIVER: Have you had the tapes, ex. NANOOK TAXI long enough for everyone to view them?

VIDEOTAPE DISTRIBUTION QUESTIONAIRE: LAKE HARBOUR, GJOA HAVEN, BROUGHTON ISLAND

Last year Lake Harbour bought a videotape playback unit through Inuit Tapirisat's Inukshuk Project. Inukshuk sends tapes for this unit. They would like to know if this unit is used by the people in Lake Harbour and what kinds of video tapes people would like to see. The Inukshuk project thanks you for answering these questions.

ᐊᖏᕆᓂ ᑭᒥᑭᒥᐅᑦ ᑕᑎᐅᐅᑎᒋᓪᓗᐅᖏᓪᒪᑕ ᓂᐱᓴᓂᓂᒃ ᐅᑎᖏᑦᑕᖏᓂᒃ ᐃᓄᐃ ᑕᐱᕐᓴᓴᑎᒍᑦ ᐃᓄᒃᓭᑯᒃ .
ᐃᓄᒃᓭᑯᑦ ᑐᐊᐃᐸᒪᑕ ᑕᑎᐅᒃᓴᓂᒃ ᑐᑭᓭᐊᒪᔪᓐᖏᑦ ᐊᑐᖏ ᑕᐅᐸᖏᓪ ᒪᖏᑕ ᐃᓄᓪᑦ ᑭᒥᑭᒃᑐᑐᓄᑦ ᐃᓄᒃᓭᑯᑦ ᑐᐊᐃᐸᒪᑕ
ᖃᓄᐃᒃ ᑐᓂᒃ ᑕᑯᓕᒪᓪᖏᒪᖏᑕ. ᐅᑯᐅ ᐊᐱᕐᓭᓕᐅᑦ ᑭᐅᐊᓕᓭᓕᐅᒃ ᐃᓄᒃᓭᑯᓂᐅᑦ ᖃᐅᔨᒪᑎᒍᓪᓚᑦ ᐳᑦ .

1. Did you know that Lake Harbour has a video play back unit? _____
   ᑐᓴᐅᒪᐃᑦ ᑕᑎᐅᐅᑎᑕᖃᑎᒋᔪᖃᒃ ᑭᒥᑭᒥ? _____

2. Where is it located? _____
   ᓭᑯᓭᔪᓂᐸ? _____

3. Who is in charge of it? _____
   ᑭᐊ ᐊᐅᓪᓚᖃᒃ ᐸᐅᒃ ? _____

4. Have you seen video tapes on it? _____
   ᑕᑎᒍᓴᓂᒃ ᑕᑯᓇᑦᓭᒪᓕᑦ ᐱᑦ ? _____

5. How many tapes have you seen? _____
   ᑕᑎᒍᓴᓂᒃ ᖃᓭᓂᒃ ᑕᑯᓇᑦᓭᒪᓕᑦ ᐱᑦ ? _____

6. Where did you watch them? _____
   ᓇᒥ ᑕᑯᓇᑦᓭᒪᐃᒋᑦ ? _____

7. Are there any tapes that you watched more than once? _____
   How many? _____
   ᑕᑎᒍᓴᐅᓪᓚᓂ ᒡᓭᒥᖅᓴᐃᓇᓇᖃᒃ ᑕᑯᓇᑲᓂᑦᓭᒪᐃᑦ ? _____
   ᖃᓭᓂᒃ _____

8. What tapes did you like the best? _____
   ᑕᑎᒍᓴᐃᑦ ᓇᓕᖏᓂᒃ ᐱᐅᒋᓂᑦᐸᖃᑦᓭᒪᐃᑦ ? _____

9. What kinds of tapes would you like ITC to send to Lake Harbour?
   _____
   ᖃᓄᐃᑐᓂᒃ ᐃᓄᐃ ᑕᐱᕐᓴᓴᑦ ᑐᐊᐃᖃᑕᐋᒋᑦ ? _____

10. Should all the tapes be in Inuktitut? _____
ᑕᒪᑯᐊ ᑕᑎᑦᓴᐃᓐᓂᐸ ᐃᓄᑎᑐᐃᓐᓇᑐᓴᐅᓪᓚᓂᑦ ? _____

11. Should ITC send English tapes? _____
ᐃᓄᐃᑦ ᑕᐱᑎᓴᑯᑦ ᑐᓴᐃᖏᑕᑐᓴᐅᓪᓚᓂᑦ ᖃᓄᐋᑎᑐᑦ ᑐᓂᑦ ? _____

12. What is the best place for the playback unit? _____
ᓴᑯᓴᐋᓂᑎᓄᒍ ᑕᑎᐅᐅᑎᐅᓴᖅ ᐊᖏᐅᓂᕐ ᕿᓚᓴᖅ ᐸ? _____

13. Should the tapes be shown to individuals _____
groups _____
both _____

ᑕᑎᑦᖏᑦ ᓴᐅᓴᑦ ᑕᑯᓐᑦ ᑕᐅᖃᑕᑐᖏᑦ ᐊᑕᐅᓴᐅᓴᓄᑦ _____
ᖃᑎᒪᐅᑎᓴᓄᑦ _____
ᑕᒪᑲᓄᑐᑦ _____

14. What time of day is best to show the tapes? _____
ᖃᖏᑯᑦ ᐊᖏᐅᓂᕐ ᕿᓚᓴᖅ ᐸ ᑕᑎᑦᓯ ᑕᑯᓐᑦ ᑕᐅᑎᓗᒋᑦ ? _____

15. Have you seen an Inukshuk catalogue? _____
ᑕᑯᓴᒪᓕᓂᕐ ᖇᑭᑦ ᐃᓄᖏ ᑯᓴᑯᓂᕐ? _____

16. Do you have an Inukshuk catalogue? _____
ᐃᓄᖏ ᓴᑯᑦ ᑎᑭᑲᓂᔪᑎᑎᓂᓂ ᐱᓂᔪᖃᖅᑭᑦ ? _____

17. Have you ever asked for tapes you want to see? _____
How many times? _____
Have you seen them? _____

ᑐᓴᕐᓂ ᓴᒪᓕᖅᑭᑦ ᐃᐃᖏ ᑕᑯᓇᑭᒪᔨᕐᓂᓄᖏ _____
ᖃᓴᐋᑎᓂ ᑐᑎᑦ _____
ᑕᑯᓐᓂ ᓴᒪᓕᖅᑭᑦ _____

18. Do you have a Betamax videotape unit in your house? _____
ᐊᐱᕐᓂᒃ ᑕᑎᐅᐅᑎᖃᖅᓴ ᑎᐃᒐ ᑕᑯᓇᐅᑦᖏᓄᑦ ᑐᓂᖏ ? _____

VIDEOTAPE DISTRIBUTION QUESTIONAIRE : all communities

1. Are you finished with any of the videotapes? (Which ones?)

2. Are there any videotapes that you haven't shown yet? (Which ones?)

3. What do people think of the videotapes?

4. Do you want more videotapes?

5. How often do you show the videotapes?

6. Where do you show them? (e.g. Hamlet office, Community Hall).

7. Have any groups asked to see the videotapes?

8. About how many people do you think have seen the videotapes?

9. If you have finished with the videotapes and don't think you want to show them anymore please return them to Ottawa. (Mail them instead of shipping them)

10. If you have already mailed some videotapes back please tell me the date you mailed them. (Around if you can't remember the exact date).

VALASKAKIS, GAIL G.
--The Inukshuk Anik B projet: an assessment