



WWW.ISUMA.TV

INUIT LANGUAGE AND CULTURE INSTITUTE

PRESENTATION BY DR. ZACHARIAS KUNUK O.C.

2008 ARCTIC INDIGENOUS LANGUAGES SYMPOSIUM

TROMSO, NORWAY, 20 OCTOBER 2008

DELIVERED IN INUKTITUT

Inuktitut TV in 1983

- Paul Apak and I joined Inuit Broadcasting Corporation in 1983 to defend our Inuit language and culture through filmmaking.
- IBC was allowed a few hours a week of Inuktitut programming on Canadian TV.

Inuktitut TV in 2008

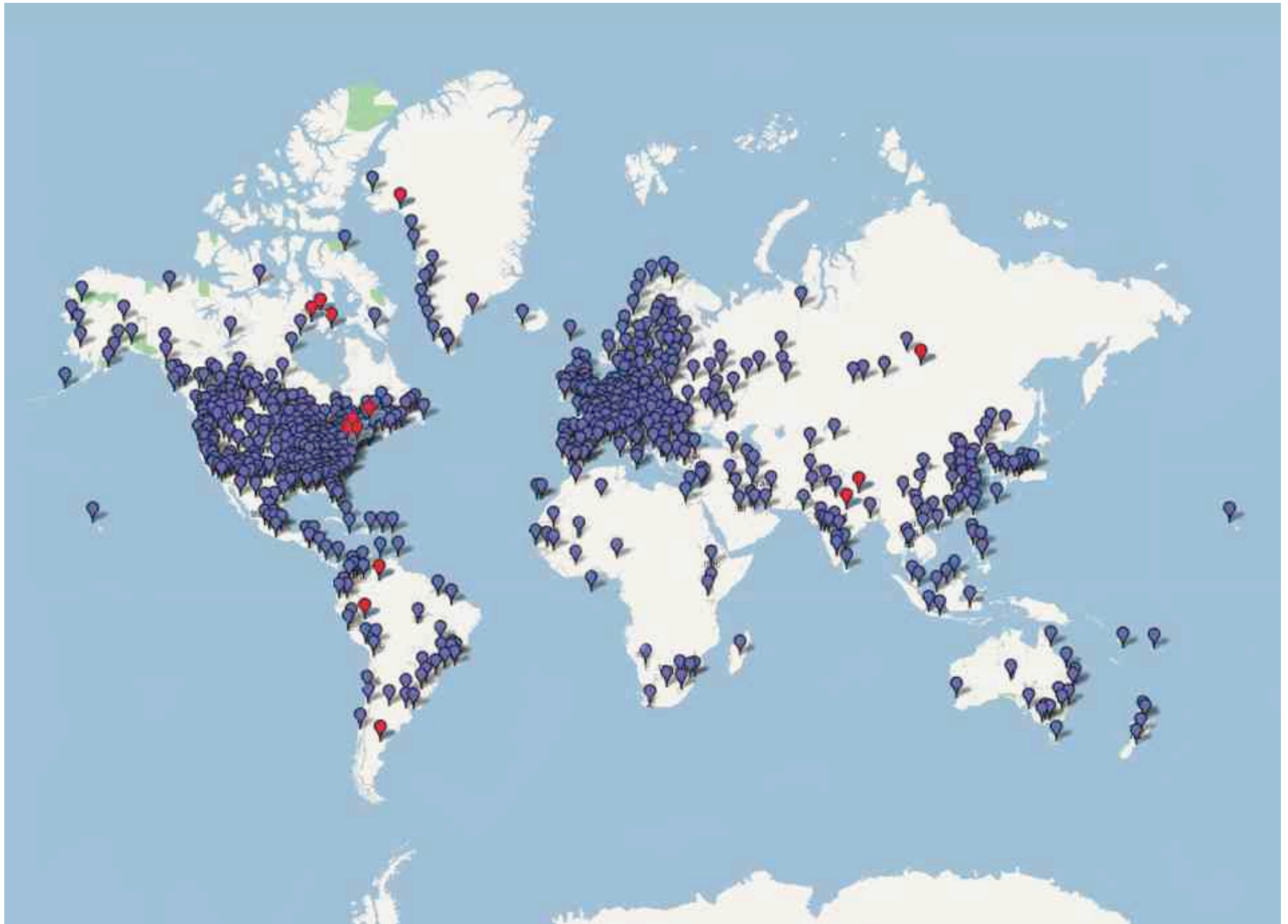
- 25 years later, after cable, satellite, Youtube and Facebook, IBC *still* has only the same few hours a week on Canadian TV.
- Studies show our Inuit language and culture are in worse shape and more danger than ever before.

Isuma Productions in 1988

- We created Isuma Productions in 1988 to produce *independent* Inuktitut-language films for Inuit and a worldwide audience.
- In 2001 *Atanarjuat The Fast Runner* won the Camera d'or at the Cannes Film Festival and was shown around the world. Isuma has made 35 Inuktitut films in 20 years.

IsumaTV in 2008

- In January 2008 we launched www.isuma.tv. In nine months IsumaTV has 3 million hits.
- IsumaTV started with 100 films from Isuma, Arnait Video, Artcirc and other Inuktitut producers. In 2009 IsumaTV uploads IBC's archive and other Inuktitut videos made since the 1980's. All films available to view 24/7.



Inuktitut Internet TV Network

- The internet is the most important media tool of the 21st century to protect and promote Inuit language and culture.
- Video and TV skills learned since the 1980's give Inuit the tools in 2008 to build our own Inuktitut Internet TV network.
- IsumaTV is in place *now*.

Language Rights Must Be *Used*

- Nunavut Land Claim Agreement and Inuktitut Language Protection Act defend Inuit *rights* to protect language and culture.
- Rights have to be *used* to be effective. NLCA and IPLA protection is only effective if Inuit have the media tools to enforce them and carry them out.

Media Tools Put Language to Use

- Language and Culture rights are *communication rights*: the right to Inuit expression; the right to be consulted; the right to find out information and share it.
- Inuit need state-of-the-art technology tools to communicate equally. Use it or Lose it.



Before Tomorrow, Isuma's third feature film, wins Best Canadian First Feature Film award for co-directors Marie-helene Cousineau and Madeline Piujuq Ivalu at 2008 Toronto International Film Festival. [Click for information and review.](#)

 Community Concerns
 Submit your Film
 Donate

TODAY'S HIGHLIGHTS

NEW CONTENT!

IsumaTV is now home to **105** episodes of **Our Dene Elders** and counting! Watch the **NCSNWT** channel for new episodes being added every day!

Check out the new **no2010** channel. Learn about the 2010 boycott launched by the Olympic Resistance network.

DAILY NEWS

MONTHLY NEWSLETTER

IsumaTV Podcast Interviews

International Polar Year
Canada REJECTS 'INUIT Point of View' READ Isuma's Press Release, correspondence, and rejected proposal. **Write the IPY now** and **EXPRESS** your views on the issue.

Now Playing ★ Isuma ➤ Avamuktulik



00:12 / 28:50

About this Film

Nunavut (Our Land) TV Series Episode 8, Igloodik, Spring 1946. Inuaraq throws his bones at the river and finds the fish swimming back and forth. Back at the tent Qulitalik sends the young men out with fish spears to try their luck. The walk up the ru...

Search [Advanced Search](#)

FILMS

 <p>Avamuktulik... Now Playing</p>	 <p>Qimuksik (Dog...)</p>	 <p>Avaja</p>
 <p>Qarmaq (Stone...)</p>	 <p>Tugaliak (Ice...)</p>	 <p>Angirak (Home)</p>
 <p>Auriaq (Seal ...)</p>	 <p>Qulangisi (Be...)</p>	 <p>Aiviaq (Walru...)</p>

1 of 6 [Other Channels](#)

ISUMA BILLBOARD

- UPCOMING EVENTS**
- SOLIDARITY ACTIONS & STRUGGLES**
- FILM & ART FESTIVALS**

What Will IsumaTV do?

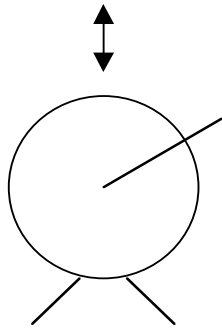
- IsumaTV established *Inuit Language and Culture Institute* to protect Inuit communication rights using technology and media.
- ILCI's mission is to build in 5 years an internet-based Inuit language television network linking circumpolar communities with 21st century information technology.

Internet TV in Every Community

- With \$25 million over 5 years IsumaTV/ILCI installs *high-speed broadband internet* and *public access production studios* in every Inuit community.
- Local studios upload and download Inuktitut programming through IsumaTV. Wireless, cable and low-power transmitters rebroadcast 24/7 to all households in their community.

Inuktitut TV Network
*Remote Community
Satellite Connect*

Internet
Worldwide Web
IsumaTV
www.isuma.tv



Local Access Production Studio
*Hi-speed Internet 2-way
Download & Upload
Video Production Studio
Media Training and Assistance
Live Webcast Base Station*

Digital Cinema
*Community Hall
Movie Night
Public Meetings
Art/Culture Events*

IsumaTV
2-way Internet **VOD Download**

Internet
*Wireless Router
Community-wide
Internet Hotspot*

TV
*Local Re-broadcast
CableTV Channel
Low-power Transmitter*

Computer
*Home
School
Library
Hamlet*

- Hi-speed 2-way Internet 24/7
- Upload user-generated videos
- Download videos, music
- Google search, Social Network
- Live Webcast locations

- IsumaTV Inuktitut Channel 24/7
- Daily schedule sent VOD to Local Access Studio
- Re-broadcast by cable or low-power transmitter
- Reception at every local television receiver 24/7

TV
*Home
School
Library
Hamlet*

Who Buys This Service?

- Governments, Mining Developers and Inuit Land Claim Development Corporations (IDC's) are **REQUIRED** to provide communication services under NLCA and ILPA.
- Service Providers pay ILCI to design and deliver information services they are obligated to provide.

1%-for-Language

- Inuit and Development Entities should expect to commit 1%-for-Language, like 1%-for-Art paid for public building all over the world.
- 1%-for-Language pays IsumaTV to assist Service Providers to achieve compliance with legal obligations to language and culture .

Implement Bill 7 ILPA

- *Bill 7 Inuktitut Language Protection Act*
REQUIRES Public and Private Sectors to expand and upgrade language services.
- Government departments and private sector companies need state-of-the-art 2-way communication technology to meet language requirements in all remote communities.

Enforce NLCA Participation

- *Nunavut Land Claim Agreement* **REQUIRES** 'active and informed participation' by Inuit citizens and local communities.
- Developers and DIO's need a 2-way state-of-the-art communication network connecting remote communities, to identify and address 'expressed community preferences' and 'cultural priorities.' *Articles 11, 12, 26 NLCA*

Communication in 'Good Faith'

- In today's digital age, 'Good Faith' implementation of ILPA and NLCA allows citizens equal-access to digital tools to gather information and express their views clearly.
- In the age of Facebook, Youtube, Google and social networking, Inuit communities *must connect at the same speed* as their Governments and Mining companies.

**Nunavut Land Claim Agreement
NLCA - NTI - RIAs**
*Inuit Development Corps (IDC)
Designated Inuit Organizations (DIO)
Identify, record and express
Inuit community priorities*

Negotiate IIBA
2-way communication process
**Active & Informed
Participation**

**Baffinland Iron Mines
Other developments**
*Inform & Consult Communities
Recognize Cultural Preferences
Respect ILPA at work sites
Monitor NLCA compliance*

**Inuktitut Internet TV Network
Partners**

Wired Communities
Nunavut – Nunavik – NWT
Greenland - Alaska
Russia - Scandinavia

IsumaTV
**Inuit Language
& Culture Inst.**
\$25 million
over 5 years

Negotiate ILPA
2-way communication process
**Active & Informed
Participation**

- Hi-speed Internet
- PublicTV Production Studio
- 2-way up/download
- Satellite-to-Wireless Internet:
home, school, library, Hamlet
- Satellite-to-cable/transmitter:
24/7 Inuktitut TV channel
- Download to Digital Cinema
- Upload videos, live webcast

Skilled Inuit Media
Isuma
IBC – TNI
KNR Greenland
Etc.

**Bill 7 Inuktitut Language Protection Act
Government of Nunavut**
*Expand Inuktitut Public-Private Sectors
Monitor compliance with ILPA
Teach & Promote Inuktitut IQ*

All Partners Work Together

- IsumaTV brings together Isuma Productions, IBC and other Inuktitut filmmakers able to bring Inuit media expertise into the digital age.
- IsumaTV's Internet TV network designs and delivers state-of-the-art communication services among communities, governments, mining companies, DIOs and IDCs.

What Will We See?

- High-speed Broadband (satellite-to-wireless) installed in every participating community.
- Hundreds of hours of Inuktitut programs by Isuma, IBC, TNI, KNR and other circumpolar media producers since the 1980's preserved and available to any viewer 24/7.

What Will We See?

- Live Webcasting of public meetings, Hamlet councils, arts festivals, cultural events, political debates and Inuit participation on the world stage.
- Oral Histories, personal testimonies and new videos and music by Inuit youth on any subject uploaded from every community.

What Will We See?

- *Active and informed expression* of Inuit priorities and concerns on Impacts and Benefits as required under NLCA IIBA.
- 2-way communication between Mining Developments and local communities to improve and monitor cultural benefits and reduce adverse socio-economic impacts.

How Soon Can We Start?

- IsumaTV already *is* started. 2008-09 seed money of \$1 million comes from Isuma, Canadian Heritage and GN's CLEY.
- April 1, 2009: IsumaTV *capacity* includes Isuma and IBC films, live webcasting and 2-way social networking available online. Communities need *affordable hi-speed* internet to use this capacity fully.

What Happens Next?

- 2009-2010 Service Providers contract with IsumaTV to launch Inuit Language and Culture Institute operational by April 2010.
- In 12 months satellite-to-wireless broadband, public access production studios and local digital cinemas will be installed in every participating community.

Content: 2009-10

- Live Webcasting capacity uploads live public meetings and events from any community viewed on IsumaTV throughout the internet network. 2-way allows distant participation.
- Community input and consultation in NLCA development negotiations are filmed and uploaded in every impact community.

Content: 2009-10

- Filmmakers in every community are trained and hired as community-based film crews to upload new videos every day.
- Local access production studios are open to anyone in any community with something to say, sing, show or share with the 24/7 internet network. Oral History, personal testimony, elders and youth.

2009-10

- Local community radio stations are streamed online so people can listen to their home radio station online anywhere .
- Workers in distant mining and resource sites communicate with their families back home through webcams, Skype and internet chat.

2010 and Beyond

- \$5 million per year builds a state-of-the-art information network leading the world in serving remote Indigenous communities.
- In 5 years, expanding and improving content transforms every TV in every household into a 24/7 Inuktitut language device. People have choice. Use it or Lose it.

Who is Responsible?

- Canadian Heritage online funding programs were cut by government after April 1, 2009.
- Inuit Leadership must take responsibility to invest in media technology to preserve and revitalize Inuktitut language and culture.



Who is watching us right now

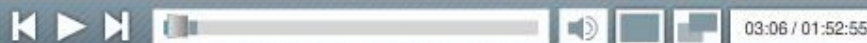


TODAY'S HIGHLIGHTS

February 21, 2008. First Nations leaders from Canada are gathering for a two-day forum where they will discuss with international experts how to implement the UN Declaration on the Rights of Indigenous Peoples.

The forum, which is being held in Vancouver over the next two days, will involve developing a strategy to implement the document, which was **REJECTED** by Canada, the United States, New Zealand and Australia.

Now Playing ★ Isuma ➤ The Journals of Knud Rasmussen



About this Film

How the last great Igloodik shaman Avva and his family converted to Christianity in 1923.

 [More Details about this Film](#)

 [Buy this Film](#)

[Advanced Search](#) 

CHANNELS

<p>Isuma</p>  <p>Now Playing</p>	<p>Arait</p> 	<p>Wirranka</p> 
<p>Artciq</p> 	<p>Sapmi</p> 	<p>Collective9</p> 
<p>NCSNWT</p> 	<p>imagineNATIVE</p> 	<p>Manitu</p> 

[More Channels](#)

ISUMA BILLBOARD

CONGRATULATIONS Tamara Bull!
The **WINNER** of \$1000 for *January's BEST NEW VIDEO "Dave Swallow"* on the **FirstTalk** Channel.
CHECK IT OUT.

WATCH FOR NEW VIDEOS AND MONTHLY WINNERS!!



 Community Concerns
 Submit your Film
 Donate

TODAY'S HIGHLIGHTS

NEW CONTENT!

Check out **MONTREALFEST** the channel for the **2008 First Peoples' Festival Présence Autochtone Film & Video Showcase!**

Vídeo nas Aldeias (Video in the Villages) is an organization that provides **video workshops for indigenous communities all over Brazil** so they may have a voice of their own. The videos create dialogue between communities and with the outside world.

Wapikoni mobile, un studio ambulant de création audiovisuelle et musicale pour les jeunes des communautés autochtones.

Be prepared to be entertained!
Shane Belcourt is a

Now Playing ★ Isuma ▶ Kunuk Family Reunion



Get closer and listen.


01:15 / 48:02

 About this Film

FILMS

 <p>Kunuk Family R... Now Playing</p>	 <p>Qimuksik (Dog... Kupuk - Kupuk</p>	 <p>Avaja</p>
 <p>Qarmaq (Stone... Kupuk - Kupuk</p>	 <p>Tugaliak (Ice... Kupuk - Kupuk</p>	 <p>Angirak (Home) Kupuk - Kupuk</p>
 <p>Auriaq (Seal ... Kupuk - Kupuk</p>	 <p>Qulangisi (Se... Kupuk - Kupuk</p>	 <p>Avamuktulik Kupuk - Kupuk</p>

1 of 6


ISUMA BILLBOARD
ALIAHAIT! LiveTV SCHEDULE