

NITV ON ISUMATV

Increasing Inuktitut Language Content across Nunavut Communities

- **7 Communities Connected** to Hi-speed Inuit Website
- **All-Inuktitut TV Channel** Broadcast to Home Television
- **Inuktitut Educational Content** Direct to Students and Teachers

Inuit and Aboriginal communities worldwide face loss of language and social breakdown from 21st century Globalization and Climate Change. Foreign language media overload is a major cause of language loss, especially for youth.

Communities can reverse this trend by vastly increasing local language media content. Low-cost video and internet tools revitalize language, protect cultural identity, improve education and create jobs for the future using new digital media technology.

IsumaTV [www.isuma.tv] is an interactive social networking website of Inuit and Aboriginal films launched in January 2008. Hundreds of hours of Inuktitut-language content and over a thousand films in 28 languages now can be seen by anyone anywhere with a good internet connection and a computer, laptop or iPod. Unfortunately, most Inuit communities don't have sufficient bandwidth to download IsumaTV's video content. With 7.5 million hits worldwide in its first fifteen months, IsumaTV films viewed hi-speed in Toronto, Paris, Helsinki and Beijing barely can be seen in Nunavut schools and homes where they are needed most.

To solve this problem, NITV brings IsumaTV's hundreds of hours of Inuktitut content to remote Inuit communities with not enough bandwidth to use IsumaTV on their own. NITV installs Community Media Stations (CMS) in a school, library or other central location in participating Inuit communities. Each CMS connects hi-speed internet to a local server for upload and download of IsumaTV. CMS servers use wireless routers to send IsumaTV 24/7 to computers or iPods in classrooms or living rooms.

Many Inuit homes have TV but no computer. Community Media Stations *a/so* rebroadcast a daily selection of IsumaTV programs to home TVs through local cable channels or a low-power antenna. Finally, hi-definition video projectors show weekly movies in the school gym or community hall. NITV on IsumaTV vastly increases Inuktitut-language media content in Nunavut, Nunavik and across Inuit Nunaat: with films and videos from Isuma Productions, Arnait Video, Artcirc and other Inuit producers; and 30-year archives from Inuit Broadcasting Corp., Taqramiut Nipingat Inc., Igloodik Oral History Project, Makivik Corp., Avataq Cultural Institute, KNR Greenland and other circumpolar agencies.

NITV trains local filmmakers to add new videos from their communities every day. Live broadcasts of public meetings and events connect Inuit communities with information to deal with today's issues. NITV adapts modern internet social networking to traditional Inuit values of *aajiqatigiingniq*, or consensus decision-making, to achieve urgent practical goals: preserving Inuktitut, improving education, achieving reconciliation in damaged communities, and managing impacts of global warming, climate change, mining and development on the health and future of Inuit families.

NITV ON ISUMATV

OBJECTIVES 2009-10

- EXPAND NITV from one local TV station in Igloolik since 1991 to six new communities this year with continuing expansion in 2011 and beyond.
- CONNECT NITV Community Media Stations (CMS) installed in schools, libraries or other locations to IsumaTV high-speed internet local server.
- TRAIN youth filmmakers to make local videos for upload to IsumaTV including one Live Wirecast per week from each community.
- DELIVER 24/7 by internet to any computer online hundreds of hours of Inuktitut films, audio, photos or archives from the past forty years.
- BROADCAST daily selections from IsumaTV by local cable channel or low-power transmitter to homeTV in each participating NITV community.

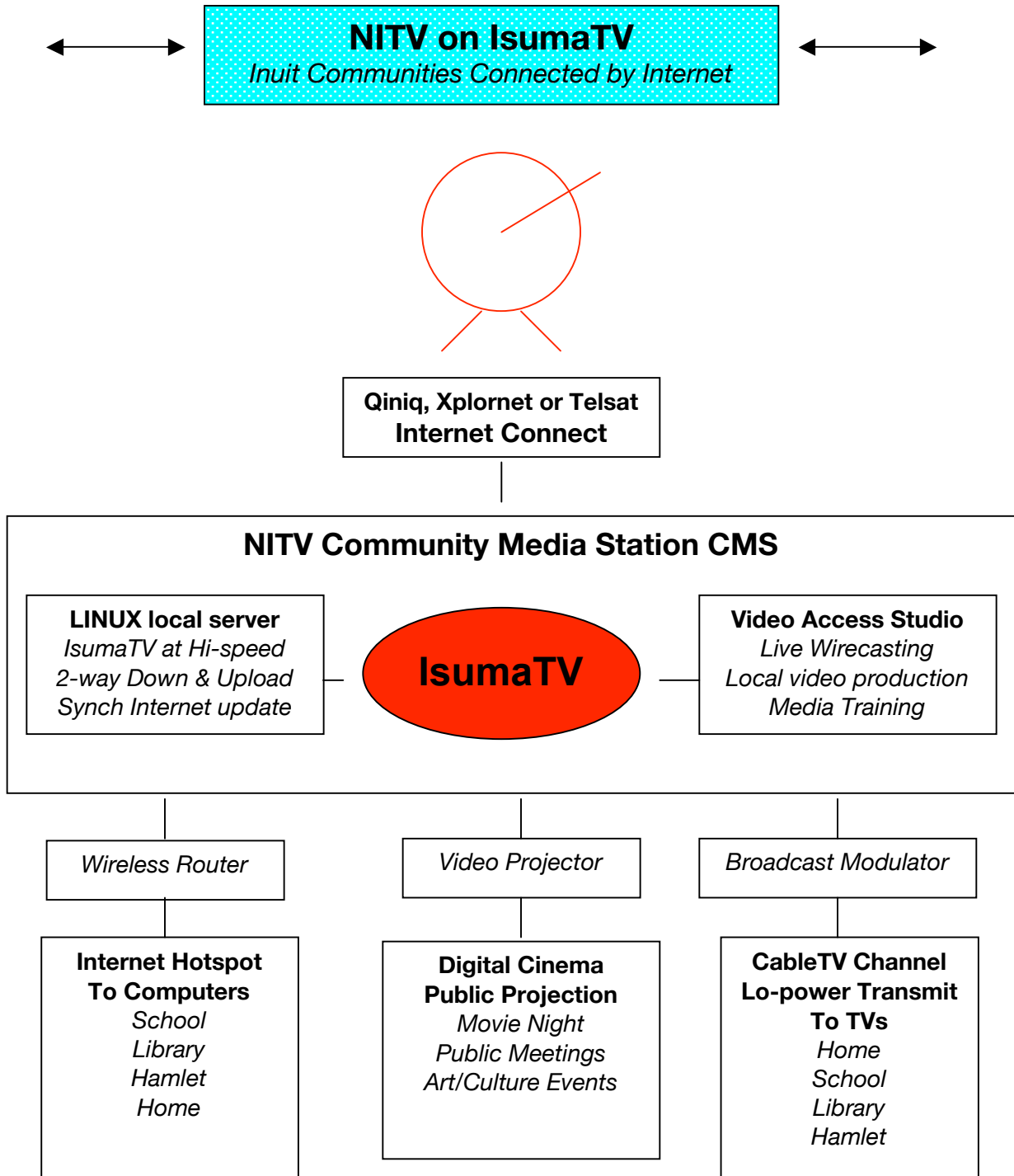
IMMEDIATE BENEFITS

- IMPROVE INUKTITUT EDUCATION: give Inuit teachers in all communities a vast increase in Inuktitut-language educational materials online with curriculum support for all grade levels.
- ALL INUIT TV CHANNEL: local daily broadcast of Inuktitut videos by cable or low power transmitter to regular televisions in all homes.
- BUILD YOUTH CAPACITY: train young Inuit filmmakers to produce videos, Live Wirecasting and assist community access to NITV by elders and youth.
- PROMOTE BILL 7: increase online Inuktitut information and language training to support objectives of Nunavut's Inuit Language Protection Act.
- MOVIE NIGHT: re-establish community film screenings from the 1970's using online delivery and digital projection of films through IsumaTV.
- LIVE WIRECAST: Live online transmission and videoconferencing reduce travel costs and build consensus decision-making (*aajiqatigiingniq*) on urgent issues like mining, health and climate change; and develop new models for online Language Training, Distance Health, Education and other applications.

COST: Infrastructure installation from \$30,000 to \$100,000 per community depending on the size and level of service required. See attached Project Costs.

CONTACT: Zacharias Kunuk, Igloolik, zkunuk@isuma.ca, 867.934.8809; Stephane Rituit, Montreal, stephane@isuma.ca, 514.486.0707.

NITV ON ISUMATV



ABOUT US

ISUMATV

IsumaTV is an interactive social networking website of Inuit and Indigenous multimedia. IsumaTV uses the immediacy and global reach of the internet to bring people together to protect their languages, tell stories and support change.

IsumaTV was founded by Igloodik Isuma Productions, independent producers of the *Fast Runner Trilogy* of award-winning Inuit-language films: *Atanarjuat The Fast Runner*, *The Journals of Knud Rasmussen*, and *Before Tomorrow*; in association with Nunavut Independent TV Network (NITV), imagineNATIVE Film+Media Arts Festival, Vtape, Native Communications Society of the NWT and other non-profit agencies.

Launched in January 2008, IsumaTV registered 7.5 million hits in its first fifteen months by visitors from every continent and most countries. The site currently contains over a thousand films in 28 Indigenous languages. Live Webcasting, VOD, customized channels and public-service advertising are paid services now available.

NITV BOARD AND STAFF

Dr. Zacharias Kunuk O.C. (Founding Member 1996): President of Igloodik Isuma Productions Inc. and leading Inuit filmmaker, Officer of the Order of Canada, Igloodik Hamlet Councillor.

Atuat Akkitirq (Since 2003): seamstress, actor, elder cultural consultant and costume designer for Arnait Video Productions and Igloodik Isuma Productions.

John Arnatsiaq (Since 2003): carpenter, actor and elder set builder in various Isuma projects.

Madeline Ivalu (Since 2003): elder cultural advisor, actor, writer, musician and storyteller in all films by Arnait Video since 1991; president of Naluat women's sewing collective; leading actor in *Atanarjuat* and co-writer/co-director of *Before Tomorrow*.

Michelline Ammaq (Since 2003): office assistant, wardrobe manager, costume designer, talent coordinator and actor in Isuma productions since 1987.

Bernadette Dean (2009): former Social and Cultural Coordinator for Kivalliq Inuit Association and prominent member of many Inuit Boards, now NITV & Isuma manager for Rankin Inlet.

Qajaaq Ellsworth (2009): video trainer and filmmaker, assisting Nunavut Inuit Youth Council to train Inuit youth in media production to combat youth suicide, Isuma & NITV manager in Iqaluit.

Financial Management: Cara DiStaulo, Stephane Rituit

Technical Consultant: Norman Cohn

BRIEF HISTORY OF NITV

Tarriaksuk Video Centre was incorporated in 1991 as Canada's first non-profit media arts centre in the arctic serving Inuit. Tarriaksuk's founding mission in Igloolik was to use community-based filmmaking to protect and enhance Inuit culture and language, and create employment opportunities for Inuit to express distinct Inuit values and worldview.

Since 1991 Tarriaksuk trained community production teams among women, elders and youth. Arnait (Women's) Video Productions empowered a group of women artists to express their artistic traditions and contemporary concerns. Arnait produced a series of videos exhibited widely in the art world and subsequently incorporated as an independent production company accessing Telefilm financing. In 2006-07 the Arnait team wrote and directed its first feature film, *Before Tomorrow*, produced by Igloolik Isuma Productions on a \$3.5 million budget. *Before Tomorrow* won Best Canadian First Feature at 2008 Toronto International Film Festival, was selected for World Drama Competition at the 2009 Sundance Festival and was released in Canada by Alliance Films in March 2009.

In 1998 Tarriaksuk created Innusiq (Life) Video, training local Inuit youth as filmmakers to combat high youth suicide rates. Innusiq video activities led to opening Igloolik's first youth centre and the creation of Artcirq (Igloolik Youth Circus Video Project), training young Inuit in circus performance, while making films of youth reality in contemporary Igloolik. Artcirq has gone on to worldwide reknown with performances from Iqaluit to Paris to Timbuktu, and were selected to perform at the opening ceremonies of the Vancouver 2010 Olympics. Other projects during the past fifteen years include Uqallangniq Elders Video Group, documenting Inuit Traditional Knowledge for future generations; and Channel 24, Nunavut's first community-run local independent TV station. Channel 24 produced seven seasons of *Nunatinniit (At Our Place)*, a half-hour Inuktitut-language news and current affairs show on Igloolik cable TV, while training unemployed local youth in video-TV production. *Nunatinniit's* archive of 350 half-hour programs documents every aspect of life in Igloolik from the mid-1990's.

In 2003 Tarriaksuk Video Centre changed its name to Nunavut Independent Television Network, acknowledging a unique responsibility to a larger, regional population beyond Igloolik. NITV combines local community TV production with the regional and global reach of the internet. Through IsumaTV, NITV distributes Inuktitut-language media content to an Inuit network of remote communities to increase Inuit content in schools and homes, using state-of-the-art digital distribution systems.

18 years' operation has placed NITV in a unique position to advance Inuit participation in Canada's national media system. NITV is the only media centre in the north receiving annual operating funds in Canada Council's national system of Electronic Media Organizations, along with centres like Videographe in Montreal or Trinity Square Video in Toronto. More important, NITV is recognized by Telefilm Canada as an official broadcaster eligible to 'trigger' Telefilm and other southern investment in Inuit independent productions. Since 1999 NITV local TV licenses helped trigger professional film budgets for Igloolik Isuma's award-winning feature films, *Atanarjuat The Fast Runner*, *The Journals of Knud Rasmussen* and *Before Tomorrow*, and a dozen Inuit documentaries by Isuma and Arnait Video Productions shown on Bravo!, APTN and History TV.