



For Immediate Release

**KITIKMEOT INUIT ASSOCIATION AND SSI MICRO CONDUCT FIRST BROADCAST
OF THE KITIKMEOT RADIO NETWORK (KRN) ON NUNAVUT DAY**

Cambridge Bay, Nunavut, July 12th, 2016

The Kitikmeot Inuit Association (KIA) and SSI Micro are very pleased to introduce the Kitikmeot region's newest public service, the Kitikmeot Radio Network (KRN).

This past weekend, in celebration of KIA's 40th Anniversary, the Nunavut Day Music Festival in Cambridge Bay was broadcast live on KRN 100.1 FM in Cambridge Bay. Audio streaming over the Internet on KRN's website www.KRN.fm also brought the event live to all communities of Nunavut and around the world.

KRN is the result of a collaborative partnership between KIA and SSI to implement a *Regional Radio Pilot Project* in Nunavut's Kitikmeot region. SSI is the owner/operator of KRN. The Pilot Project is planned to operate in Cambridge Bay and Kugluktuk, with the goal to provide a platform for KIA to broadcast daily Inuit Language radio service, focused primarily on revitalizing the Inuinnaqtun dialect in the two communities.

The July 9th and 10th live broadcasts were made possible through a temporary FM licence that was issued to SSI for the event, providing the public a brief preview of the proposed new regional radio network. The 2-day broadcast was a complete success. The next step is to apply for a formal FM radio licence through the Canadian Radio-television and Telecommunications Commission (CRTC). The application will be filed in the coming weeks, and to support the license application process, SSI and KIA will be calling on Nunavummiut to submit letters of support for this unique and important new public service. Any questions and letters can be sent to KRNsupport@ssimicro.com.

KIA and SSI first announced the Pilot Project in June 2015. Over the past year, SSI has been busy constructing and commissioning the satellite-supported FM radio network in the two communities of Kugluktuk and Cambridge Bay, and preparing the audio streaming systems. To allow KIA and other community collaborators to manage content over its radio network, SSI has employed a web-based, media asset management system developed by the Yukon's OpenBroadcaster Inc.

KIA President Stanley Anablak states, "I hope everyone had a very Happy Nunavut Day and I wish a Happy 40th Birthday to KIA. The launching of the Kitikmeot Radio Network is a very important goal in KIA's efforts to help revitalize the use of the Inuit Language in

our communities. KIA is fortunate to have a technical partner in SSi Micro that has a very capable team and years of experience delivering telecommunication services in the north. This partnership allows KIA to focus our efforts on developing content for the proposed language service. To create this content, we intend to work with Inuit Language speakers in our communities and beyond to generate the material that will form the backbone of the radio service. KIA recognizes that the partnerships, infrastructure and content management systems for this important initiative could, if the Pilot Project proves to be successful, be scaled up to provide a regional radio service to the entire Kitikmeot.”

Jeff Philipp, Founder and CEO of SSi Micro, noted, “SSi has a long and successful working relationship with KIA, dating back to 1998 when we broke new ground together and built a satellite network to deliver Internet to the region’s five communities. We are once again joining forces to deliver what we believe is another critical service. Combining two platforms to deliver content, traditional radio and broadband streaming, will provide great support to preserve and enhance the region’s language and culture initiatives. I commend the Kitikmeot Inuit Association for taking the lead on this project and encourage other regions to join us in expanding the reach, coverage and content available.”

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About the Kitikmeot Inuit Association

Established in 1976, the Kitikmeot Inuit Association is a non-profit society designated as one of the three Regional Inuit Associations created under the *Nunavut Land Claims Agreement*. The KIA represents all Inuit beneficiaries in the five communities and two unincorporated settlements of the Kitikmeot Region. The KIA’s mandate is to represent the interests of Kitikmeot Inuit by protecting and promoting their social, cultural, political, environmental and economic well-being.

About SSi Micro

Headquartered in Yellowknife, Northwest Territories, SSi Micro Ltd. provides communications services across Canada’s North. SSi understands first-hand the challenges faced in providing effective and affordable service to remote and outlying areas, and in providing a competitive alternative to the incumbent operator in small and remote markets.

SSi has deployed advanced satellite and local broadband wireless facilities that deliver services throughout Nunavut under the “QINIQ” brand, and in numerous communities of the Northwest Territories, an area spanning over three million square kilometers.