

RESOLUTION 14-05
A RESOLUTION SUPPORTING THE INCORPORATION OF
THE IÑUPIAQ LANGUAGE INTO THE PASSENGER
EXPERIENCE ON ALASKA AIRLINES FLIGHTS TO AND
FROM IÑUPIAQ COMMUNITIES

WHEREAS, the Northwest Arctic Borough (“Borough”) is an incorporated municipality representing the residents of Ambler, Buckland, Deering, Kiana, Kivalina, Kobuk, Kotzebue, Noatak, Noorvik, Selawik, and Shungnak, of which approximately 80% are Iñupiat; and

WHEREAS, the Iñupiaq people and their ancestors have lived and survived in northwest Alaska for over 10,000 years; and

WHEREAS, the Borough works to promote Iñupiat Ilitqusiatic, or Iñupiaq values, including Iñupiaraatlañiq or Knowledge of Language; and

WHEREAS, the Borough supports the revitalization and expanded use of the Iñupiaq language as a means to preserve the Iñupiaq culture and give our citizens pride in our rich heritage; and

WHEREAS, less than 20% of the residents of the Northwest Arctic Borough can speak Iñupiaq fluently; and

WHEREAS, the increased use of Iñupiaq during everyday life in multiple settings is needed to support community revitalization of the language; and

WHEREAS, residents of our borough and visitors to Kotzebue and its 10 surrounding villages almost solely rely on Alaska Airlines for commercial air travel to and from Kotzebue; and

WHEREAS, the face on the tail of Alaska Airlines is that of an Iñupiaq man, and the image is proudly part of Alaska Airlines’ corporate brand and directly ties the company to our Iñupiaq people and communities; and

WHEREAS, the position of Alaska Airlines as a central institution in the community means it could play an important role in increasing the visibility of and revitalizing the Iñupiaq language and culture; and

WHEREAS, Alaska Airlines shows great support for and dedication to the people of Alaska through programs such as sponsorships, donations, Club 49 and allowing three free checked bags on intrastate flights; and

WHEREAS, Alaska Airlines incorporates the Hawaiian language and culture into the customer experience of passengers flying to and from the State of Hawaii.

NOW THEREFORE BE IT RESOLVED, that the Northwest Arctic Borough supports and urges Alaska Airlines to incorporate the Iñupiaq language into the onboard and in-terminal passenger experience for passengers flying to and from Kotzebue and other Iñupiaq communities via recorded announcements, signage, and training employees in common Iñupiaq words such as “thank you” and “welcome aboard.”

PASSED AND ADOPTED THIS 28 DAY OF January 2014

Walter G. Sampson
WALTER G. SAMPSON, PRESIDENT

PASSED AND APPROVED THIS 28 DAY OF January 2014

Reggie Joule
REGGIE JOULE, MAYOR

SIGNED AND ATTESTED THIS 28 DAY OF January 2014

Stella Atoruk
STELLA ATORUK, ACTING BOROUGH CLERK

ATTEST:

