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 Ilitquiat, or Iñupiaq values,
including Iñupiaraatlatliq 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
cravel 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 Inupiaq language into the onboard and in-terminal passenger experience for passengers flying to and from Kotzebue and other Inupiaq communities via recorded announcements, signage, and training employees in common Inupiaq words such as “thank you” and “welcome aboard.”

PASSED AND ADOPTED THIS 28 DAY OF January 2014

WALTER G. SAMPSON, PRESIDENT

PASSED AND APPROVED THIS 28 DAY OF January 2014

REGGIE JOULE, MAYOR

SIGNED AND ATTESTED THIS 28 DAY OF January 2014

STELLA ATORUK, ACTING BOROUGH CLERK

ATTEST: