

CARIBBEAN INSTITUTE OF MEDIA AND COMMUNICATION

Drs., Marjan de Bruin *University of Amsterdam* – Director

WORK OF THE DEPARTMENT



Drs. Marjan de Bruin continued to provide leadership in the third year of her appointment as Director of the Caribbean Institute of Media and Communication – CARIMAC. This year was another challenging but satisfying year for the Institute. One of the major developments was the commissioning of a Business and Development Plan to guide the Institute's transition to a School of Media and Communication. Funding from Mona's Strategic Transformation Team allowed for the hiring of a consultant to synthesize

CARIMAC's various planned initiatives into a comprehensive plan, through extensive interviews with industry stakeholders, review of comparable institutions and an analysis of market needs and opportunities.

The plan incorporates the overhaul and extension of CARIMAC's undergraduate, graduate and outreach programmes; the creation of two new industry-facing Centres; the development of a line of multimedia resources; the creation of a new marketing initiative to improve CARIMAC's relationship with its key stakeholders; and the expansion of the physical infrastructure and increases in the human resources required to pursue the opportunities described.

The explosive growth in the industry, regionally and globally, has created new opportunities and challenges. The number of graduates the industry demands and the range of skills required is at an all time high. Demand for short-term education and training opportunities for in-service personnel is equally so.

Against this background CARIMAC has streamlined its outreach offerings through two structures: the **Caribbean Centre for Excellence in Media (CCEM)** connected to the various outreach programmes in journalism

and media production, and the **Caribbean Centre for Communication for Development (CCCD)**, connected to the range of interventions and consultancies in the area of communication for development. The Centres were approved by UWI in May 2006.

TEACHING PROGRAMMES

CARIMAC offers undergraduate, graduate and a range of extra-curricular programmes.

Undergraduate programme:

In the 2005/2006 Academic Year the Institute had 240 BA students and 10 Diploma students; it offered 53 courses, relied on 6 members of staff and 41 part-time lecturers. In addition we taught one course with over 90 students for the Department of Management Studies.

CARIMAC accepted 85 students out of a total of approximately 500 candidates who sat the entrance test. To improve the quality of CARIMAC's intake, the entrance test has been revised to test the applicants' language skills, comprehension, critical thinking, design sense and general knowledge. Once again the big challenge was the inability of the majority of the applicants to communicate effectively in writing.

In the BA programmes this year, two courses were overhauled; 9 new courses were approved, for financial reasons only 3 were offered, starting September 2005.

BA programme – Internships:

CARIMAC, over the years, has been increasing the number of hours for students spent on internships. Level II students from the six technique areas were attached to 51 organizations in Jamaica, Trinidad and Tobago, Barbados, St. Vincent, Dominica, the United States, and the United Kingdom. The attachments were for a period of at least one month during the summer break 2005; similar attachments will be organized for students to be taken during the summer break 2006. Evaluation reports from the companies on the interns have been generally positive. The students were described as having displayed a very high level of technical skills. The media have also been positive about the writing skills of the students, as displayed in their production of broadcast scripts. The students who interned at the *Gleaner* and the *Observer* had many of their stories published some of them as lead stories. The feedback from the various supervisors

was also encouraging and it is expected that some students will find full-time jobs as a result of their performance on internship.

Students' presentation skills during the attachments have received mixed reviews, based mainly on ingrained problems in enunciation and pronunciation. We know from employer's surveys that this is a university-wide problem.

One weak area identified by radio stations has been in the creation of content. CARIMAC is addressing this by requiring students to be more aware of current affairs so that they can deepen their knowledge, develop analytical skills and critical thinking, improving their ability to create content for broadcast.

Masters programmes:

In January 2006 we accepted the third cohort in Communication for Social and Behaviour Change: 30. The total enrollment in the taught MA programmes: 96. MPhil/PhD: 9 students are registered. The Masters programmes benefited from a one month guest lectureship by Mr. Roderick Sanatan, senior lecturer at Cave Hill and ICT specialist.

Dr. Carr joined the staff on a self-financed position with special responsibilities for the academic coordination of CARIMAC's Graduate Programmes Unit, succeeding Dr. Nancy Muturi who left for family reasons.

Both taught Masters programmes were revised; several courses were renewed.

Outreach programmes Teaching and Training:

CARIMAC's outreach work involves teaching and training in the UWI 12.

During the Academic Year 2005/2006 the Institute worked with the following agencies and groups:

- OECS: Advocacy workshops with 9 OECS countries on Communication Strategies and Local Sustainable Development
- Association of Caribbean Media Workers: journalism workshops in St. Lucia and Grenada
- CARICOM's CSME desk in Barbados: Journalism workshops on CSME and new trade agreements

- Professional associations: Journalism workshops in Antigua and St. Maarten
- The government of the British Virgin Islands: media relations skills needs assessment for government agencies
- Professional association St. Kitts: A needs assessment for journalists in St. Kitts, anticipating Cricket World Cup in 2007
- Trinidad and Tobago – the Ministry of Social Transformation: one week training in Social Marketing
- Bernard van Leer Foundation: training Jamaican inner city youth in the use of video
- Caribbean Security Chiefs Workshop, Twickenham Park, Spanish Town, Jamaica.

PRODUCT DEVELOPMENT

Product Development:

CARIMAC was commissioned to produce:

- A Manual for Communication Planning for the Organisation of Eastern Caribbean States (OECS), sponsored by CIDA/OECS.
- An Instructional video on the quality of media coverage of violence in Jamaica, sponsored by UNESCO.
- An interactive CD ROM for newsrooms on how to improve coverage of violence (in development, sponsored by UNESCO.
- A video on parenting skills of parents in selected inner city communities, sponsored by the Bernard van Leer Foundation.

INFRASTRUCTURE

The lack of adequate office and teaching space has been a challenge for years; the Institute's current building was designed for 30 students (our current enrollment is over 300 students). SIT funding allowed CARIMAC to partially alleviate these space challenges. The Institute constructed seven additional staff offices, all of which were occupied within one week. Six offices have been assigned to income generating activities, including special projects and the Institute's Master's programmes.

The Institute is also working on securing architectural drawings by Mr. V. McMorris, the original CARIMAC architect, for the planned physical expansion. The expansion is scheduled to take place in three phases of US\$700,000 each. The drawings will be sent for approval by the University's committees before the end of the calendar year.

INCOME EARNING and FUNDRAISING

- March 2006: World Association of Christian Communication (WACC) **Euro 19,500** - *HIV/AIDS and Faith Based Organizations*. Training and interventions for change. (Nancy Muturi)
- January 2006: PAHO/CPC **US\$30,000** – A Content Analysis of the coverage of health in the media in Antigua and Barbuda, Bahamas, Barbados, Jamaica, Trinidad and Tobago along with a survey on the health information-seeking habits of audiences in each country. (Livingston White)
- October 2005: OECS **US\$29,500** – Advocacy training (2 workshops) and production of manual for 9 OECS countries (Marjan de Bruin and CARIMAC team)
- November 2005: UNESCO **US\$9,500** – *Violence in the Media*. An instructional video and a multi-media interactive CD ROM. (Marjan de Bruin)
- August 2005: UNESCO: digital and delivery of e-courses (together with UWIDEC) **US\$27,680**. (Marjan de Bruin)
- July/August 2005: Bernard van Leer Foundation **US\$ 29,000** – Video training for Kingston's inner city youth (Rose Town, Bennett Lands, Greenwich Town and Whitfield Town. (Yvette Rowe)
- August 2005: Bernard van Leer Foundation **US\$6,000** – Communication Development Strategy for Caribbean Research Initiative. (Livingston White)
- Yearly: from Jamaica National **Ja\$200,000 – 300,000**

PAPERS PRESENTED

Bruin de, Marjan

- ‘Forces in Policy Formation in Relation to HIV/AIDS and Behaviour Change in the Caribbean’. International Association of Media and Communication Research (IAMCR), American University Cairo, Egypt. July 24-29, 2006
- ‘Perspectives on Media and Communications in Development – Communication and HIV/AIDS’. International Association of Media and Communication Research (IAMCR) American University Cairo, Egypt.), July 24-29, 2006
- ‘Mass media systems in a Changing Caribbean’. 31st Conference of the Caribbean Studies Association (CSA), Crown Plaza Hotel, Trinidad and Tobago. May 29th - June 2
- ‘Communication and Behaviour Change, as Defined by Caribbean Policy Makers; the need for a more comprehensive approach in scope and partnerships’. 3rd Scientific and Business Meeting of the University of the West Indies’ HIV/AIDS Response programme. Sherbourne Conference Centre, Barbados. May 6, 2006
- ‘Journalism Training in the Caribbean Whose agenda? Whose again? Whose responsibility?’ 2006 World Press Freedom Day, Caribbean Observance, Barbados, May 2 – 3, 2006
- ‘Adolescents’ Sexual Behaviour’. 16th Annual Evaluation and Planning Review. Jamaican Grande, Ocho Rios. Ministry of Health, National HIV/STI. Prevention & Control Programme, sponsored by USAID, Kingston, Jamaica. December 7-9, 2005
- ‘A Reflection of Position and Role of Media and Journalism in the English-speaking Caribbean’. Regional Conference: A Caribbean Agenda for the Democratization of Communication. Paramaribo, Suriname. September 15 – 18, 2005

Carr, Robert

- ‘Opportunity in crisis: Notes on the Caribbean HIV pandemic and the reconstitution of communication for development’. International Association for Media and Communication Research (IAMCR) 25 Conference and General Assembly, Cairo, Egypt
- – with Ian McKnight, ‘Reaching youth from vulnerable populations in Jamaica: an innovative pilot programme for young

MSM'. Poster Presentation, AIDS 2006 XVI International AIDS Conference, Toronto, Canada

- – with McKnight, Ian, 'Using chat technology for leadership support and development: a Caribbean case study'. Poster Presentation, AIDS 2006 XVI International AIDS Conference, Toronto, Canada
- – with McKnight, Ian, 'Fulcrums for Change: Building a Human Rights Response for MSM in Jamaica through Civil Society Coalitions'. Poster Exhibition, AIDS 2006 XVI International AIDS Conference, Toronto, Canada
- 'HIV and Human Rights'. Caribbean Vulnerable Communities Coalition First Annual General Meeting, Kingston, Jamaica. March 9, 2006
- 'Structural Vulnerability and HIV'. Pan Caribbean Partnership Against HIV/AIDS (PANCAP) Law, Ethics and Human Rights Training for Legal Aid Providers, Kingstown, St. Vincent. February 1, 2006

James, Canute:

- 'Reporting Education: The Caribbean Journalist and UNESCO's EFA Initiative'. ACM/UNESCO Journalism Workshop on Covering the Millennium Goals. Castries, St Lucia. February 14 - 15, 2006
- 'Wanted: A New Caribbean Business Journalist'. Trinidad and Tobago Unit Trust Seminar for Business Journalists. Port of Spain, Trinidad. November 24, 2005

PUBLICATIONS

Refereed:

Bruin de, Marjan

- * Gender and professional identity among Caribbean journalists, in: Susanna Hornig Priest (2005), Impact, Designing Research That Matters. Rowman & Littlefield Publishers, Oxford, Toronto. Pp. 69-83

Carr, Robert

- * (with J. Peter Figueroa, and Peter Carr), The Health Response to the HIV Pandemic: The Case of Jamaica, in: Beck, E.J, Mays N, Whiteside A, Zuniga J.M, eds. (2006) The HIV Pandemic: local and global implications. Oxford: Oxford University Press. Pp. 400-415

Prendergast, Patrick

- * 'Bringing the male voice to the gender agenda: The task of male organizations in the Caribbean,' in Heron, T and Nicholson H. *Unraveling gender, development and civil society in the Caribbean, Caribbean Quarterly* Vol. 52, Nos, 2 & 3 (June – Sept. 2006)

Non-refereed

de Bruin, Marjan

- * 'Blind Spots and Wasted Effort in Caribbean HIV AIDS Policy Making: Communication and Behaviour Change.' *Glocal Times*, (Globala Tider) Electronic Academic Journal. University of Malmo (<http://www.glocaltimes.k3.mah.se/>) (2006)

James, Canute

- * 'Crime in the Caribbean: Reform and Progress,' in Jacqueline West, 2005, South America, Central America and the Caribbean 2006. Routledge Exeter. Pp. 13 – 16.
- * 'Trinidad's Grand Investment Programme Under Threat.' *Financial Times of London*. May 25, 2006. Page 4
- * 'Bahamas Indecision Prompts Suez to Choose the Offshore LNG Option.' *International Gas Report*. No 548. May 5, 2006. London. Page 23-28
- * 'Caribbean Cane Producers Turn to Ethanol.' *Financial Times of London*. May 2, 2006. Page 12
- * 'Has Trinidad and Tobago Enough Gas?' *International Gas Report*. February 24, 2006. London. Page 4 – 8
- * 'Battle Behind the Steel Drums.' *Financial Times of London*. February 21, 2006. Page 4

PUBLIC SERVICE

Corinne Barnes

- Member, Access to Information Act Committee

Marjan de Bruin

- Chair, 2005 National Awards of the Public Relations Society of Jamaica (PRSJ)
- Member, Board of Women’s Media Watch
- Deputy Chair, UWI HARP Mona
- Member, UWI Mona Campus Deputy Principal’s Committee for Wellness
- Member, CARICOM’s Regional Technical Working Group on Stigma and Discrimination
- Member, CARICOM/PANCAP’s Technical Working Group on developing a regional communication strategy for PANCAP
- Member, International Council of the International Association for Media and Communication Research (IAMCR)

Robert Carr

- Chair, Social Integration Team, Jamaica Social Policy Evaluation Project, Office of the Prime Minister, Government of Jamaica.
- Member, Care and Counseling Sub-Committee, National AIDS Committee
- Co-Chair, Board, Caribbean Vulnerable Communities Coalition
- Member, Caribbean Community Review Panel, Collaborative Fund for HIV Treatment Preparedness
- Member, Project Management Committee, Law, Ethics and Human Rights Project of the Pan-Caribbean Partnership Against AIDS (PANCAP)
- Member, Working Group on United Nations Fund for Women (UNIFEM) Project on Mainstreaming Gender into HIV/AIDS Programming in the Caribbean
- Board Member, Canadian HIV/AIDS Legal Network

Canute James

- Executive Member, Association of Caribbean Media Workers.

Patrick Prendergast

- CARIMAC Representative, National Environmental Education Committee (NEEC) and sub-committees on education and communication
- Treasurer, CARIMAC Alumni Association
- Board Chairman, Essex Hall All Age School

Livingston White

- Member, Planning Committee, The Jamaica Advertising Council
- Secretary, Fulbright Alumni Association of Jamaica