

CARIBBEAN INSTITUTE OF MEDIA AND COMMUNICATION (CARIMAC)

Drs. Marjan de Bruin, University of Amsterdam – Director

WORK OF THE DEPARTMENT

CARIMAC's work and achievements for the Academic Year 2006/2007 are probably best reviewed against the background of the Institute's Strategic Plan.

Selected Issues from Strategic Plan

Perhaps the most critical Strategic Goal for the Institute has been to refocus and reposition itself in order to respond better to the demands of its constituents. The primary concern was to Revise CARIMAC's organizational and programmatic structure – towards a School of Journalism and Communication. We started work on this ambitious plan and gave priority to the restructuring of the Institute's undergraduate programme. CARIMAC currently offers one degree in Media and Communication, with specialization in one of six areas (TV, Radio, Print and Online Journalism, Public Relations, Social Marketing and Multimedia). We reorganized our academic work into four new clusters, each offering a single degree. Academic Year 2006/2007 saw the completion of the first of these clusters for approval in 2007/2008: the new BA in Journalism. This new degree is to offer teaching and training across formerly separated specialization areas and will run over four years, instead of three.

Another major contribution towards revising traditional programmatic structures is the Institute's new internship policy, agreed among staff and students in December 2006, and now guiding our internship placements. The new policy can be found on CARIMAC's website. A major change in this policy is a longer period of the internship and a wider range of options.



The second strategic goal for the Academic Year was to improve monitoring and evaluation of the quality of our BA and MA programmes and courses. Several strategies were chosen to achieve this goal:

- Improve the match between the specific requirements of the programme's specialization areas and the profile of the incoming undergraduate students through an improved Entrance Test. In April 2007, 742 students sat the upgraded Entrance test. We plan to follow the performance of this group and previous ones ? by groups, comparing them with control groups of students directly admitted by the Dean, based on CXC and CAPE results.
- Conduct a structured evaluation of the intake for the Institute's Masters' programme, to generate a profile of our mostly adult learners, allowing us to pay particular attention to their needs and learning styles. This profile was done for both taught MA programmes and is being used in teaching and learning approaches.
- Tailor the delivery and format of the Masters programmes to the specific needs of our mostly full time working students.
- Our taught Masters programmes have actually turned into an evening school, which required a shift system so that staff could be available for students' questions and issues. We guaranteed the presence of one academic and one administrative member of staff from the Graduate Programmes Unit (GPU) until 9:30 p.m. – this is in addition to the teaching staff.
- Expand the MA programmes by introducing Distance Education (DE) courses in which face-to-face learning still remains an important programme component. Although none of the current MA course is being offered in DE mode yet, the Institute signed two contracts for the development of such courses.

TEACHING PROGRAMMES, STAFF and STUDENTS

Student Enrollment for the 2006/2007 is: BA – 258 (79% female, 21% male), Diploma – 11 (73% female, 27% male). Five students were

taking CARIMAC courses through the Faculty's Liberal Studies Programme. of the 742 students who sat the Entrance test, 86 passed.

Approximately 70 Level II students were attached to 40 organizations locally, regionally and internationally. The attachments were for a period of at least one, and where possible, two months. A few students were offered part-time employment. The general feedback was mainly positive.

The Institute's establishment has seven full-time lecturers, including the Director. The overall teaching performance of all full-time members of staff involved in undergraduate teaching was excellent or very good. They received "complete means" ranging from 3.8 to 4.3. Of the total number of assessments (full-time and adjunct staff) 90% received scores above 3.5. In general, low scores were given to: availability of textbooks and other materials. There have been questions about the appropriateness of the University's evaluation forms, especially for adjunct faculty.

In September 2006 we accepted 22 students for the bi-annual intake for the MA programme in Communication Studies (77% female; 23% male). In January 2007 we welcomed the fourth annual cohort of the relatively new MA programme in Communication for Social and Behaviour Change (28 students – 79% female, 21% male).

To date, five (5) PhD candidates have submitted their thesis for examination and are waiting examination and defense.

Quality Assurance Review

The Institute underwent a Quality Assurance exercise in November 2006. Major themes of the report were: the breadth of CARIMAC's mandate and the Institute's perception of its need to reposition itself in the changing environment.

The Institute sent a detailed response to the Office of the Board of Undergraduate Studies which became an integral part of the published Review.

Research and Publications

In our latest Quality Review (November 2006), the Review Team writes: "CARIMAC has achieved name recognition in the region and many successes." (p. 15) and "as the only university-based entity in

Communication and Media in the Caribbean ... is ideally positioned to receive requests for administrative research by bilateral ... and multilateral development agencies ... as also governments and foundations ..." (p. 13).

However, the research and publication output of CARIMAC's staff is relatively low, largely due to the nature of the Institute's work – professional studies that – creates additional duties not recognized in the Institute's establishment.

CARIMAC.com

Carimac is moving forward energetically and expanding the range of its operations in production and teaching in spite of the constraints. Our brand new business development unit, CARIMAC.com, began operations in September 2006, to guide and centralize its income generating efforts. CARIMAC.com was funded by the Strategic Transformation Team (STT) to cover the salaries of its staff. The unit is well on its way to becoming self-financed.

CARIMAC.com assisted the Institute with:

- the need to expand and strengthen its planned marketing campaign;
- serving the University community by offering its product development and communication expertise to faculties and departments which were interested in developing similar initiatives;
- developing its income generating potential (consulting and training).

The workplan of the unit yielded a successful marketing campaign. For the 2006/2007 academic year, CARIMAC saw a sharp increase in its visibility, externally and internally, based on strategic efforts of this new unit. From September 2006 to August 2007 the department's faculty, students and members of the CARIMAC.com team did 12 radio interviews, 10 television interviews and were used as sources for 31 news stories and features. This certainly contributed to noticeable changes in the University's perception of CARIMAC and broadened its support base in the media and communication industry.

The unit also developed promotional material for the Institute and coordinated and hosted a number of promotional events.

Income Earning

With the help of CARIMAC.com the Institute:

- completed the design of a communication plan for the UWI Sexual Safety Intervention Project and produced multi media materials for this UWI project (approved budget by funding agency: US\$20,000)
- raised the funds for an online resource hub for regional media and communication practitioners (funded by UNESCO US\$10,000)
- created a promotional video for the Electron Microscopy Unit of the Faculty of Pure and Applied Sciences
- undertook services for the Institute resulting in significant cost savings (over J\$500,000)
- responded to bids and/or Requests for Proposals for paid consultancies within CARIMAC's area of expertise.

CARIMAC.com contributed significantly to income earning activities through education and training, such as the delivery of CARIMAC's (not-for-credit) Summer School, which yielded profits of \$1.3 million and a profit margin of 35%. The profits of this event will be used to partially cover the salaries of two new teaching assistants for Academic Year 2007/2008.

PAPERS PRESENTED

Barnes, Corinne

- “Attitudes of Leaders of Faith-based organizations in Jamaica to HIV/AIDS” International Association of Media and Communication Research (IAMCR), UNESCO, Paris. July 23-25, 2007: Celebrating 50 years of Theories and Practices.

Bruin de, Marjan

- “Blind Spots or Fundamental Attribution Errors in Current Approaches to Communication in HIV/AIDS Prevention?” International Association of Media and Communication

Research (IAMCR), UNESCO, Paris. July 23-25, 2007: Celebrating 50 years of Theories and Practices.

- “The need for Capacity Building in Behaviour Change Communication and Research in the Caribbean.” Seminar CARICOM/PANCAP Technical Working Group on Improving Social Statistics and Policy Research with Special Reference to HIV/AIDS (29-30 January 2007, Port-of-Spain)
- “Effects of Media Violence on Audiences – What research says.” Workshop in celebration of World Press Freedom Day (WPFDD), Media Democracy, Media Laws and Access to Information May 2nd and 3rd, 2007 at Coco Resorts, Rodney Bay, St. Lucia.

Carr, Robert

- “Breakdown to Breakthrough II: Grappling with Fundamental Concepts of Sex, Nation and Gender in HIV Programming for Developing Country Contexts.” International Association of Media and Communication Research (IAMCR), UNESCO, Paris. July 23-25, 2007: Celebrating 50 years of Theories and Practices.
- “The Challenges of Citizenship, Vulnerability and Risk: Gender, Social Change, and the Epidemics of HIV and AIDS.” The University of the West Indies, Faculty of Humanities and Education, Cave Hill Campus Conference, “Trajectories of Freedom: Caribbean Societies Past and Present,” May, Cave Hill, Barbados.
- (with Ian McKnight). “Reaching youth from vulnerable populations in Jamaica: an innovative pilot programme for young MSM.” AIDS 2006 XVI International AIDS Conference, August 2006, Toronto, Canada.
- (with McKnight, Ian). “Using chat technology for leadership support and development: a Caribbean case study.” AIDS 2006 XVI International AIDS Conference, August 2006, 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, August 2006, Toronto, Canada.

- “Drivers and Barriers: Social Change Communication an instrument to address drivers of the epidemic.” UNAIDS Technical Consultation On Social Change Communication, Geneva, Switzerland, August 2007.
- “Value Added of Community Care for Marginalised Groups.” Caribbean Community (CARICOM) and Pan Caribbean Partnership Against HIV/AIDS (PANCAP), Universal Access by 2010: Addressing the Gap, St Lucia, June 2007.
- “Financing HIV and AIDS Interventions: Implications for Gender Equality.” Eighth Commonwealth Women’s Affairs Ministers Meeting, Kampala, Uganda, 11-14 June 2007.
- “Social Communication for Change.” Gender Mainstreaming in HIV/AIDS Programming: Phase II- Strengthening Sector Capacity. Meeting of the UNIFEM Inter-Agency Working Group on Gender and HIV/AIDS, February 2007, St. Augustine, Trinidad

James, Canute

- Reporting Caribbean Trade: Economic partnerships for the Region. Regional Negotiating Machinery Journalism Workshop. Bridgetown, Barbados. February 26, 2007.
- Accuracy in Reporting: The Fundamentals in Ethical Journalism. Launch of the Caribbean Young Journalists Network. St John’s, Antigua. May 22-23, 2007.

PUBLICATIONS

Refereed

Carr, Robert

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

- * (with Norman Lisa R and Chukwunde Uche), The role of sympathy on avoidance intentions toward persons living with HIV/AIDS in Jamaica. 2006, AIDS Care 18:8 (November) 1032-1039.
- * (with Norman Lisa R and Julio Jimenez), Sexual Stigma and Sympathy: Attitudes Toward Persons Living with HIV in Jamaica. Culture, Health & Sexuality, 8:5 (September-October) 2006, 423-33.

Non-refereed

James, Canute

Chapters in Books

- * Crime in the Caribbean: Reform and Progress. South America, Central America and the Caribbean 2007. (Pg. 13-16) Ed. Jackie West. Routledge: London.

Articles

- * Slow Progress in Cricket Death Inquiry. Financial Times of London. June 11, 2007.
- * As Windies Hit Rock Bottom. Financial Times of London. May 11, 2007.
- * Jamaica Limbers up. Financial Times of London. April 21, 2007.
- * Cricket World Cup Visas Cloud Tourism Trade. Financial Times of London. March 8, 2007.
- * Lights brighten as Castro fades. Platts Energy Economist. February 2007
- * Ambitious Downstream Plans Pose Problems for Trinidad and Tobago's Gas Supply. Platts Energy Economist. January 2007
- * Caribbean Nations Look Abroad to Combat Crime. Financial Times of London. October 5 2006.
- * Grounds for Optimism. Financial Times of London. September 7, 2006

Bruin de, Marjan (Republished on request)

- * Blind Spots and Wasted Effort in Caribbean HIV AIDS Policy Making: Communication and Behaviour Change. (2006): Drumbeat, the Communication Initiative, September 2007, <http://www.comminit.com/> (Previously published in Glocal Times, Volume 2, #4. Web journal, University of Malmo, Sweden. <http://www.glocaltimes.k3.mah.se/>

Technical Reports

- * Marjan de Bruin and Robert Carr: Gender Sensitivity in National Strategic plans – An analysis of Gender Mainstreaming in HIV/AIDS Plans in Barbados, Guyana and Jamaica. Policy analysis commissioned by UNIFEM October 2006.

PUBLIC SERVICE

Bain, David

- Member, Government of Jamaica Open Source Migration Pilot Project Working Group
- Member, Jamaica Linux User Group

Barnes, Corinne

- Member, Board of Women's Media Watch Board

Bruin de, Marjan

- Deputy Chair, UWI HARP
- Member, International Council of the International Association for Media and Communication Research (IAMCR)
- Member, CARICOM/PANCAP Technical Working Group

Carr, Robert

- Chair, Social Integration Team, Jamaica Social Policy Evaluation Project
- Board Member, Jamaica AIDS Support for Life
- Co-Chair, Board of Caribbean Vulnerable Communities Coalition

- Member, Caribbean Treatment Action Group, Collaborative Fund for HIV Treatment Preparedness
- Member, Project Management Committee, Law, Ethics and Human
- Member, Rights Project of the Pan-Caribbean Partnership Against AIDS
- Board Member, Canadian HIV/AIDS Legal Network

James, Canute

- Executive Member, Association of Caribbean Media Workers

Prendergast, Patrick

- Chairman, Board of Essex Hall All-Age