

## CARIBBEAN SCHOOL OF MEDIA AND COMMUNICATION (CARIMAC)



**Dr Livingston A. White, Ph.D**  
**Acting Director**

### **INTRODUCTION**

**D**uring the academic year 2017 to 2018, the Caribbean School of Media and Communication (CARIMAC) entered into its first year as a School after approval was obtained for the transition from an Institute to School in the previous academic year. Professor Hopeton Dunn, director of CARIMAC, went on Sabbatical from August 1, 2017 to July 31, 2018 and Dr. Livingston White acted as director during that period.

The School focussed on completing activities outlined in its Action Plan 2015–2018 that was created since the last Quality Assurance Review in 2014. Those included strengthening the research output of the School and increasing the use of online learning tools, maintaining the ongoing review of the curriculum of the School’s various academic programmes, and increasing marketing and outreach activities by regularly updating CARIMAC’s online platforms with targeted content. The School also

sought ways to collaborate with other departments in the Faculty of Humanities and Education (FHE) to ensure that it was offering courses in a manner that utilized the limited resources efficiently. This approach included, for example, scheduling additional streams of courses to accommodate students not majoring in any of the programmes offered by CARIMAC.

## **IMPROVING RESEARCH PRODUCTIVITY**

### **Regular Academic Staff Research Seminars**

CARIMAC hosted its first Academic Staff Research Seminar (for the year) on Wednesday, September 13, 2017. Dr. Joseph Powell, General Manager of UWI Press, addressed the group on matters relating to publishing with the UWI Press. Other seminars included presentation and discussions on topics such as the “*Research Ethics Approval Process*”, “*Managing an Academic Journal*” and “*Engaging in Research Collaboration*.” The seminars were held every other Wednesday during Semesters 1 and 2. Staff members who participated felt that this activity should continue in order to improve the research productivity of the School.

### **UWI Research Days**

At the 2018 Research Days, CARIMAC mounted an Interactive Display and Workshop in the tent and a display in the FHE Courtyard. The latter featured audiovisual technology for three decades under the theme “*Media Technology Transitions: An exhibit of audiovisual technology from the 1970s to the early 2000s.*” Mr. Alpha Obika coordinated the School’s participation in the UWI Research Days.

### **Inaugural Interdepartmental Media and Communication Research Seminar**

CARIMAC hosted an inaugural Interdepartmental Media and Communication Research Seminar on November 2, 2017. Lecturers from the University of Technology and Northern Caribbean University

attended the seminar. Professor Hopeton Dunn, presented on the topic, “*How Do I Get Published? Tips for Increasing Research Productivity in Media and Communication Research for the Caribbean.*”

## **IMPROVING TEACHING AND LEARNING, ENHANCING STUDENT EXPERIENCE**

### **CARIMAC/Mona ICT Fifth National Cyber Security Conference**

On November 28 and 29, 2017, the Mona ICT Policy Centre, CARIMAC, UWI hosted the Fifth National Cyber Security Conference under the theme “*Understanding Fintech & Block Chain Ransomware & Cyber Threats to Governance.*” The Conference was held at the UWI Regional Headquarters. A number of international speakers including representatives from the Internet Society, Washington, and the International Telecommunication Union, addressed the participants on both days of the Conference.

### **CARIMAC/CETL Workshop**

A two-day workshop organized by CARIMAC in collaboration with the Centre for Excellence in Teaching and Learning (CETL) was held on January 15 and 16, 2018. Approximately twenty (20) faculty members attended and were introduced to online teaching platforms such as Blackboard Collaborate and Student Response Systems. The presenters were Dr. Mervin Chisholm of CETL, and Kirk Wilson and Mortilaine Riley from MITS. Certificates of Participation were presented to those who attended the workshop.

### **CARIMAC Kickstart Careers Seminar and Job Fair**

A team of Integrated Marketing Communication (IMC) third year students hosted the Kickstart Careers Seminar, on April 13, 2018 under the theme, “*Corporate Mingle*”. This annual career enhancement and networking experience augments the professional skills of level 3 students and allows potential employers to meet, network with and recruit some of the best final year students. Several companies participated.

## **CARIMAC Open Week**

CARIMAC hosted its annual Open Week from April 16 to 20, 2018. The event showcased the work of the students. Following were the activities:

### **CARIMAC Student Network (CSN7)**

On Monday April 16, 2018 the Open Week began with ‘*The Best of CSN 7*’. The event highlighted the final year production work of Animation, Film and Journalism students. The final year IMC students organized and promoted this function.

### **CARIMAC Distinguished Lecture**

The 8th Annual CARIMAC Aggrey Brown Distinguished Lecture was held on April 18, 2018. Mr. James Moss Solomon, Executive in Residence, Mona School of Business & Management presented the lecture on the topic, “*News and Information: Two Different Sides of the Coin.*”

### **Top Radio Documentaries**

On Friday, April 20, 2018 the top two documentaries produced by the Journalism students were presented to an audience of media practitioners, business people and students. The documentaries entitled, ‘*Bandana Identity*’ and ‘*Vision for the Blind*’ were well received and the students were commended for their efforts.

### **Launch of CARIMAC TIMES 2018**

CARIMAC launched this year’s edition of the annual student publication, *CARIMAC TIMES*, in a special ceremony at CARIMAC Annex II building on April 20, 2018. The event was organized by a contingent of the School’s final-year students. The guest speaker was Ms. Krystal Tomlinson, president of the People’s National Party Youth Organisation (PNPYO).

## **OUTREACH**

### **World Television Day**

CARIMAC hosted the World Television Day Public Forum on November 21, 2017 at CARIMAC, Annex II. The guest speaker, Dr. Marcia Forbes, had the audience fully engaged as she spoke on the theme, “*Is Television Still Relevant in a Social Media Driven World?*”

### **CAPE Communication Studies Revision Seminars**

The third instalment of the CAPE Communication Studies revision seminars was held on April 7 and 14, 2018 at the CARIMAC Annex II building. Approximately 600 high school students from across the island attended the sessions.

### **Visits to High Schools**

Ms. Fae Ellington and Mrs. Chevonnese Chevers Whyte, CARIMAC’s representatives on the Faculty of Humanities and Education Marketing and Outreach Committee, visited high schools to promote our programmes. Among those were the Wolmer’s Boys’ School Mini College Fair held on January 10, Padmore High School workshop on March 6, Camperdown High School Career Day’s activities held on March 15 and Calabar High School Career Day held on April 27. Those presentations were well received by the students as they sought guidance on their career path.

## **PARTICIPATION AT CONFERENCES/WORKSHOPS**

### **Caribbean Script Development Workshop**

Miss Rae-Ann Smith was selected among 15 entrants by a judging panel of representatives from JAFTA, JAMPRO and the British Council to participate in a workshop for Story Editors, Screenwriters and Producers held September 28 to 30, 2017 in Kingston. The workshop was designed to introduce the concept and practice of good script development by

focusing on the role of story editors, and how they work with screenwriters and producers.

### **Media and Information Literacy and Intercultural Dialogue (MILID) Conference**

CARIMAC was pleased to be a part of the collaboration between UNESCO and various UWI departments that led to our hosting the Youth Agenda Forum on October 24, 2017 at the CARIMAC Annex II building from 9:00 a.m. to 5:00 p.m. This youth forum was a pre-conference event to the Seventh Media and Information Literacy and Intercultural Dialogue (MILID) Conference which took place October 24–27, 2017 at the Jamaica Conference Centre.

### **Animae Caribe Animation and Digital Media Festival/Workshop**

Mrs. Chevonnese Chevers Whyte, Animation Programme Co-ordinator and Animation student, Kadiene Williams attended the Animae Caribe Animation and Digital Media Festival held in Trinidad and Tobago, from November 20–25, 2017. Facilitators at those events included well-known writers, actors and filmmakers such as Toby Davies and Jonathan McFall. Script Development and Writing for ‘the Gecko’ Animated Series Workshop as well as Green Screen Technology & Film Workshop were among the topics discussed.

### **Participation in the UTECH Annual Lloyd Edwards Memorial Lecture**

Dr. White, the Acting Director, delivered UTECH’s 15th Annual Lloyd Edwards Memorial Lecture on Thursday, March 22, 2018. The topic of his lecture was “*Marketing: The Tool to Rescue National and Regional Development.*”

### **CLiC Workshop in Grenada**

Dr. White attended the Conservation Leadership in the Caribbean (CLiC) Workshop where he led key components of a training course on

social marketing. The workshop was held at St. George's University in Grenada on May 24 and 25, 2018.

## **PARTNERSHIPS AND COLLABORATIONS**

### **Visits from Overseas Universities**

The School hosted a number of visiting professors from various universities. There was strong interest in CARIMAC's work and many sought ways to establish partnerships and exchange programmes with the School. Professor Ralph Akinfeleye from the Department of Mass Communication, University of Lagos, Nigeria met with members of staff on Tuesday, October 24, 2017. He was a special guest at the Youth Agenda Forum held at CARIMAC on October 24, 2017 and also participated in the Media and Information Literacy and Intercultural Dialogue (MILID) Conference.

On February 16, 2018 Mr. Richard Stursberg, former Vice President of the Canadian Broadcasting Corporation (CBC) and adjunct lecturer at Ryerson and York Universities, visited CARIMAC to discuss possible partnership. On February 20, 2018, Dr. Wes Fondren, Chairperson of the Department of Communication, Media and Culture and Associate Professor of Communication led a team from the Coastal Carolina University to CARIMAC to discuss possible collaboration. On March 6, 2018 Dr. Nicole Files-Thompson, Chair and Associate Professor of the Department of Communication at the Lincoln University, Pennsylvania visited CARIMAC to discuss possible partnerships, involving student exchanges and a visiting lecturer appointment to be funded by the Fulbright programme.

George Freeman, Executive Director of the Media Law Resource Center in New York was hosted by CARIMAC on April 17, 2018 in the Annex II building where he made a special presentation on "*The Pentagon Papers*". The School also hosted the following three professors from the United States International University-Africa: Professor Peter M. Lewa, Professor of Management & Strategy – Dean, Chandaria School of Business; Professor Valrie P. Adema, Professor of Genetics – Dean,

School of Science and Technology, and Professor Ruthie C. Rono, Deputy Vice-Chancellor, Academic & Student Affairs. The purpose of the meeting was to discuss partnerships and possible exchanges for faculty and students.

### **Partnership with Heart Foundation of Jamaica**

CARIMAC partnered with the Heart Foundation of Jamaica and hosted workshops on “*Non-communicable Diseases-Jamaica’s Leading Cause of Death*”, on April 7 and 14, 2018 in the CARIMAC Lecture Room. The purpose of the workshops was to raise public awareness on obesity prevention and to empower the media to be more effective behaviour change and communication agents.

### **MOU between CARIMAC and other Organizations**

Limners and Bards Limited (The Lab) and ListenMi, both advertising and production entities, signed memoranda of understanding with CARIMAC. The Lab donated several bursaries valued at J\$100,000 each to CARIMAC undergraduate students. ListenMi hosted Animation students as interns.

### **PUBLICATIONS**

- **Archibald, C., & Barnes, C.** (2017). “Reflection: Lessons learnt from teaching online in undergraduate Programmes”. *Association of Black Nursing Faculty Journal*, 28 (4), 114–118.
- **Henderson, A.**(2017). “*Logging on laggardly . . . a critical (self) reflection*”. *Cultural Studies Critical Methodologies*”. <https://doi.org/10.1177/1532708617746422>.
- **White, L.A.** (2018). “*Social marketing in the Caribbean: Philosophy, programs, projects and pedagogy*”. *Social Marketing Quarterly*, 24 (1), 35–44.
- **White, L.A., & Rowe, Y.J.** (2018). “*Still on air: Producing television in small markets*”. Kingston, JA: UWI Press.



## PAPERS PRESENTED AT ACADEMIC CONFERENCES AND SEMINARS

- **Campbell, S.** (2017, November). “*The (eye) phone of the beholder: The smartphone as a tool and platform for evaluating youth minority policies among Jamaican and African youth*”. Social Policy in Africa Conference, Tshwane, Zambia.
- **Obika, A.** (2018, June). “*Chutney bacchanal: Exploring the impact of hollywood film songs on the popular music of Trinidad and Tobago*”. Caribbean Studies Association, Havana, Cuba.
- **Rowe, Y.** (2018, June). “*Rewind – reimagine: Media technology and local tv production in Jamaica*”. Caribbean Studies Association, Havana, Cuba.
- **Rowe, Y., & White, L.** (2018, June). “*Conducting research in media production studies – An approach to sustaining television programming in Jamaica*”. International Association for Media and Communication Research, Eugene, Oregon.
- **Smith, R.** (2018, June). “*Filmmaking is like an iceberg*” – A conversation with Franklyn “Chappie” St.Juste. Caribbean Studies Association, Havana, Cuba.
- **Soutar, D.** (2018, June). “*Policy, promise and perils: Towards a Jamaican animation industry*”. Caribbean Studies Association, Havana, Cuba.

## PUBLIC SERVICE

### Corinne Barnes

- Member of the Mentorship Committee, Chairperson of the Media Committee and PR Officer of the Eastwood Park Road New Testament Church of God.
- Member of the International Association of Media and Communication Research (IAMCR).
- Reviewer for the *Journal of Human Communication in the Caribbean*.

**Hopeton Dunn**

- Chairman, International Jury for Stuart Hall Prize offered by the International Association for Media and Communication Research (IAMCR).
- Member of the General Council and Chair of the Graduate Studies and Research Committee of the International University of the Caribbean (IUC).
- Member, National Ecumenical Committee for the Observance of Emancipation from Slavery, Jamaica.

**Livingston White**

- Member of the Board of Directors of the Ad Council Jamaica.
- Member of Mixed Methods International Research Association (MMIRA).
- Member of the International Association of Media and Communication Research (IAMCR).
- Member of the International Communication Association (ICA), USA.

**Fae Ellington**

- Board Director, St. Hugh's High School for Girls.
- Board Member, National Integrity Action (NIA).
- Member, Access to Information Tribunal.

**Yvette Rowe**

- Member, Jamaica Film and Television Producers Association (JAFTA).

**Rae-Ann Smith**

- Member, Jamaica Film and Television Producers Association (JAFTA).

**David Soutar**

- Assistant Chief Examiner (Digital Media Production) – Caribbean Examination Council.

- Member of the Planning Committee for Developing the Caribbean Open Data Conference.

### **STAFF UPDATES**

Mr. Alpha Obika, a PhD candidate in the School, was employed as a teaching assistant to facilitate lecturing and coordinating duties previously done by Dr. White, who was acting for Professor Hopeton Dunn while he was on sabbatical. Miss Danille Stewart and Miss Nathanee Martin, Administrative Assistants, resigned. After serving the School for 33 years, Ms. Fae Ellington, Lecturer, retired July 31, 2018. Miss Ellington has been associated with CARIMAC since 1985, initially as an adjunct lecturer who later joined the full time staff.

### **CONCLUSION**

CARIMAC thanks the Dean, Faculty of Humanities and Education (FHE), Professor Waibinte Wariboko and all FHE Heads and Staff for their assistance and support during the year. We also express appreciation to our partners and associates for on-going collaboration. We look forward to another successful year as we strive to make the School the Caribbean premier entity offering tertiary education in media and communication.