



# CARIBBEAN SCHOOL OF MEDIA AND COMMUNICATION (CARIMAC)

*Departmental Report August 2020 - July 2021*

**Dr Livingston A. White** · Director  
*Ph.D*

## WORK OF THE DEPARTMENT

CARIMAC's strategic plan for 2018-2022 contains 44 initiatives that are aligned with the objectives of the University's Strategic Plan. Fourteen of these strategic objectives have been achieved while 11 are in-progress, 7 halted and 12 are being revised. Renovations to a lab in CARIMAC Annex 2 and to office spaces in CARIMAC Annex 1 were delayed owing to the University's financial situation. Purchase orders for jobs that were approved for payment in 2019 were deleted from the system at the end of the academic year 2019/2020. This meant CARIMAC had to re-do the procurement procedure to obtain quotations and select a vendor again. Member of the administrative staff, Mrs. Cheryl Taylor, Executive Secretary, retired in May 2021. She served CARIMAC, UWI for 14 years having started working at the School in 2007. Similarly, Ms. Yvette Rowe, Lecturer, retired on July 31, 2021. She started as early as January 2002 and served CARIMAC for almost 20 years. Olivia Bravo joined the academic staff on August 1, 2020 as Assistant Lecturer while completing doctoral studies at the College of Communication and Information at Florida State University in Tallahassee, Florida, USA. Her doctoral degree was granted in December 2020 and she was subsequently appointed as Lecturer as of January 2021. Dr. Bravo began teaching mainly in the Integrated Marketing Communication programme at both the undergraduate and graduate levels. On July 1, 2021, we on-boarded 2 new members of the administrative staff, Miss Oshina Williams, Administrative Assistant, graduate programme and Miss Nicole McFarlane, Executive Secretary.

# ACCESS

Efforts made to improve the quality of teaching, learning and student development included curriculum review for both graduate and undergraduate programmes, technology revisions and upgrades to support the delivery of blended teaching and the procurement of software licenses, network switch and computers for student use. CARIMAC continued reviewing its curriculum by hosting weekly meetings to discuss updates to its various programmes. For the academic year 2020/2021, the School focused on revisions to its Film Production BFA programme and the compulsory courses in Communication taken by all CARIMAC majors. Revised courses were submitted to the Faculty's Committee for Academic Quality Assurance (FAQAC) and the Campus' AQAC. At the graduate level, CARIMAC resumed student intake for Communication Studies (CS) and Communication for Social and Behaviour Change (CSBC), for AY 2020/2021. These programmes were halted for review in 2019/2020. In the reviewed programme, students enrolled in both programmes do four core courses and their remaining eight courses provide elective offerings for students in the Integrated Marketing Communication (IMC) and Media Management programmes. The IT and Engineering Support Team continued to support the delivery of blended teaching and management of the production equipment loans. The digital transformation of the equipment loan process continued and several meetings were held with MITS Applications and Estate Management Division's Works Control Centre. Research on the upgrades for the media production systems in the television and radio studios is ongoing with the revision of systems design to incorporate the ever-evolving media production landscape and meet the workflow and training needs at CARIMAC. The communications infrastructure upgrade project, being undertaken with the assistance of MITS, to support the teaching and administration from renovated spaces is ongoing. This project also benefited from a donation by the World Bank funded YEDAI Project. The World Bank funded Youth Employment in Digital and Animation Industries (YEDAI) project in the Office of the Prime Minister aims to improve local animation training programmes for both local animation studios and training institutions. The packages donated during the period were a 48-port network switch in December 2020, Adobe Creative Cloud software subscriptions for 72 users in January 2021 and 10 Dell desktop computers in July 2021 ahead of the close of the project.

## STUDENTS

In terms of student achievement, students in various programmes continued to excel. The following students were selected as participants in the 2D Animation Scholarship being offered by YEDAI:

- Gabrielle Watts, final year student
- Aljae Brown, first year student

- Tajha Winkle, final year student
- Patrick Meikle, past student

Chevon Irving and Tajha Winkle, CARIMAC Animation students, won the Sesame Street pitch competition at the KingstOOn Animation Conference and Film Festival held in April 21-25, 2021. As part of the Festival, the Sesame Street Workshop hosted a call for pitches to be considered for their show. Irving and Winkle were chosen to animate their “11 Robot Reggae Band” film for Sesame Street’s season 52 with local animator, George Haye, as their mentor and advisor. Pitches were reviewed by Sesame Street Film Producer, Kimberley Wright. The following students were selected as finalists in the 2021 KingstOOn Animation Conference and Film Festival. The festival was organized by YEDAI and was held virtually:

- Gabrielle Watts, final year student, finalist in the Storyboarding competition
- Chevon Irving, final year student, finalist in the Best Concept and Best storyboarding-competitions
- Malik Mitchell, second year student, finalist in the Character Design competition
- Melissa Kerr, past student, finalist in the Character Design competition
- Patrick Meikle, past student, finalist in the Best Concept competition

Jenelle Samuels, a second year Animation student, work “Jumbie Spirit Speaks” was accepted for publication in Volume 35 of The Caribbean Writer (TCW), a refereed, international journal published by the University of the Virgin Islands. Her work was accepted for publication in the April 2021 edition. The films of Lee-San Gayle and Cylindian Goodchild, second year CARIMAC Film Production students, were selected for viewing at the Lignum Vitae film festival held at Northern Caribbean University (NCU). Lee-San Gayle’s film, “Sisters,” won two awards, Best Cinematography and Best Silent Film and is an official selection in the Trinidad and Tobago film festival. CARIMAC continued to award its high achievers. The following students received special awards for being top graduating student in their programme at the Faculty of Humanities and Education Awards ceremony held virtually in January 2021. They also received Gift Certificates to be used at The University’s Bookshop, each valuing twenty-five thousand dollars (J\$25,000.00) for undergraduate and thirty thousand (\$30,000.00) for graduate. Students received awards as follows:

## Undergraduate Level

Jodi-Ann Dyer

BA Digital Media Production

Khrystal Walcott

BA Integrated Marketing Communication (Mona Campus)

Abigail White

BA Integrated Marketing Communication (WJC)

Codeth Cameron

BA Journalism

Alana Nelson

BFA Film Production

Khrystal Walcott

Director's Award for Top CARIMAC Undergraduate Student

## Graduate Level

Georgia Garvey-GreenMA Communication for Social & Behaviour Change Marketing initiatives to enhance student enrollment was impacted by the continued pandemic. Notwithstanding through **CARIMAC's Open Week 2021**, a showcase of the work of the students at the School, CINEMAC, a screening of the capstone projects of CARIMAC's BFA Film Production and Animation students, was held on April 12, 2021 and had over 90 students (past, present and prospective) in attendance.

## PUBLICATIONS

### Books & Chapters

**Obika, A.** "A lyrical juxtaposition of Tanya Stephens and Fay-Ann Lyons-Alvarez". Rough Rider: Tanya Stephens and the Power of Music to Transform Society. In A. Onuora, A. Perkins & A.Nangwaya (Eds.). Jamaica, UWI Press, 2020 (p. 155-178)

**Gordon-Bell, N.** "Towards an integrated Caribbean paradigm in communication thought: Confronting academic dependence in media research. Re-imaging Communication in Africa and the Caribbean: Global South Issues in Media, Culture and Technology. In H.S. Dunn, D. Moyo, W.O. Lesitaokana, & S.B. Barnabas (Eds.). London, Palgrave MacMillan, 2021 (pp. 51-73)

CARIMAC continued hosting Academic Staff Research Seminars which were held every Wednesday. Some of the noteworthy seminars held Semesters I and II were:

## CARIMAC Research Seminars Schedule (2020/21)

Date	Presenter/Affiliation	Title of Presentation/Focus
Aug 12, 2020	Mrs. Kareen Guscott MPhil Student, CARIMAC, UWI Mona	Viability of Online Learning in the Context of the Digital Divide (MPhil/PhD Upgrade Seminar Preparation)
Sept 30, 2020	Miss Rae-ann Smith MPhil Student, CARIMAC, UWI Mona	CASUALTIES: Collateral Damage in the Complicated Performance of Identity in the Post-colonial Societies of Chariandy's <i>Brother</i> and Garner's <i>The Children's Bach</i>
Oct 7, 2020	Miss Christine Moxam MPhil Student, CARIMAC, UWI Mona	An Evaluation of Public Health Communication Strategies during a Pandemic (MPhil/PhD Proposal)
Oct 14, 2020	Miss Kimiko Scott MPhil Student, CARIMAC, UWI Mona	Caribbean On-Air Identities- Exploring Parasocial Phenomena in Radio Audiences (MPhil/PhD Proposal)
Oct 21, 2020	Mr. David Soutar MPhil Student, CARIMAC, UWI Mona	Health Mobile Application
Oct 28, 2020	Miss Reina Mshana MPhil Student, CARIMAC, UWI Mona	Binge Watching Big Business: A Proposed Study on How Major Subscription Online Video on Demand Provider Netflix has Capitalized on Newly Adopted Binge Culture (MPhil/PhD Proposal)
Dec 9, 2020	Ms. Audrey Saddler Librarian, UWI Main Library	UWI Scholar Platform - Introduction, Part 1
Dec 16, 2020	Mrs. Yvonne Grinam Nicholson MPhil Student, CARIMAC, UWI Mona	Monitoring and Evaluation: Determining the Impact of Planned Communication Programmes in Jamaica (MPhil/PhD Study)
Jan 27, 2021	Ms. Audrey Saddler Librarian, UWI Main Library	UWI Scholar Platform - Practical Session, Part 2
Feb 3, 2021	Dr. Olivia Bravo, Lecturer CARIMAC, UWI Mona	The Influence of User-Generated Messages on the Creators' Intentions to Reduce their Energy Use at Home
Feb 24, 2021	Dr. Soroya Julian McFarlane Department of Communication Studies University of Georgia, USA	The Goodie Box: Lessons Learned from a Message Design Quasi Experiment to Increase Cervical Cancer Screening in Kingston, Jamaica.
Mar 3, 2021	Dr. Tyrone Hall Department of Communication Studies, York University, Canada	Raising Public Consciousness and Enabling Action: A Framework for Communicating Climate Change
Mar 17, 2021	Dr. Shaheed Mohammed, Associate Professor, Communications Penn State Altoona, USA	Researching Global Radio: A Media History Approach

Mar 24, 2021	Dr. Sue Ann Barratt, Assistant Lecturer Institute for Gender & Development Studies UWI, St. Augustine, Trinidad & Tobago	Interrogating the Misogyny Frame: Caribbean Media Coverage of Violence Against Women
Mar 31, 2021	Dr. Carolyn Walcott, Teaching Instructor Department of Communication Georgia State University, USA	Contested Patrimony: A Thematic Analysis of Guyana's Newspaper Framing of Oil Discoveries, Journalistic Challenges Navigating the Sector and Stakeholders' Perspectives on Media Representation
April 7, 2021	Dr. Nancy Muturi, Professor A.Q. Miller School of Journalism and Mass Communications, Kansas State University, USA	Applying Theory in Health Communication Research
April 28, 2021	Dr. Nicole Cameron, Lecturer School of Humanities & Social Sciences UTECH	Media Strategies to Combat Intimate Partner Violence: Opportunities and Challenges to Active Bystander Promotion in Jamaica
May 5, 2021	Dr. Nickesia Gordon, Associate Professor School of Communication, College of Liberal Arts, Rochester Institute of Technology, USA	Seduction of the Innocent? A Content Analysis of Consumer Ads in 1950s Comic Books
May 12, 2021	Dr. Kallia Wright, Assistant Professor Dept. of Communication and Rhetorical Studies Illinois College, USA	Mastering the Research Literature Review
May 19, 2021	Ms. Christine Moxam MPhil Student, CARIMAC, UWI Mona  Mrs. Yvonne Grinam Nicholson MPhil Student, CARIMAC, UWI Mona	The Evaluation of Health Communication Messages during a Pandemic (MPhil/PhD study)  Monitoring and Evaluation: Determining the Impact of Planned Communication Programmes in Jamaica (MPhil/PhD Upgrade Seminar Preparation)
May 26, 2021	Dr. Kai Barratt, Lecturer School of Humanities & Social Sciences UTECH	<i>On My Way</i> : Machel Montano's Performance of Monk Monté on Instagram
June 23, 2021	Mr. Bjorn Beringer, Mr. Per Ole Uphaus & Prof. Dr. Harald Rau Institute of Media Management Ostfalia University of Applied Science, Germany	Mobile Media Communication: A Research Agenda for Location-Based Services
June 30, 2021	Ms. Nadine McLeod PhD Student, CARIMAC, UWI Mona	The Effects of Background to the News on the Comprehension of English Medium Radio News in Jamaica: The Case of Radio News Comprehension in the Jamaican Language Situation (PhD Defense Preparation)

# ALIGNMENT

## PAPERS PRESENTED

**Obika, A.**, "CARNIVAL 2.0: The role of ICT in transforming the Caribbean Carnival experience", Panchayat: The Mas(s) in We – Virtual Research & Arts Symposium 2021. Faculty of Humanities and Education, UWI, St. Augustine, Trinidad, February 24-26, 2021 [Oral Presentation]

**Campbell, S.**, "Suicide Among Caribbean Men", Cycle of Conferences: Thoughts on Violence in the Caribbean. Centro Cultural del Banco de la Republica of Colombia, San Andres, Colombia, March 6, 2021 [Oral Presentation]

**Bravo, O.S.C.**, Arpan, L., Ray, E., & Sellers, N., "Message creation as persuasion: The influence of user-generated promotional messages on message creators' pro-environmental identity, personal norms, and intentions to reduce residential energy use". International Communication Association Conference, Engaging the Essential Work of Care: Communication, Connectedness, and Social Justice Virtual Conference, May 27-31, 2021 [Oral Presentation]

**Obika, A.**, "Diaspora Mediascapes and the effects of transnational flows on the popular music of Trinidad and Tobago", Encarrete Isleño Sanandresano Film and Television Festival (FESACTV), Centro Cultural del Banco de la Republica of Colombia, San Andres, Colombia June 4, 2021 [Oral Presentation]

**Obika, A.**, "Carnival in Jamaica: The Role of Cultural Policy in the Festival's Growth", 45<sup>th</sup> Annual Caribbean Studies Association Conference, Guyana, May 31-June 4, 2021 [Oral Presentation]

**Rowe, Y.** & Frampton, A., "Crafting Radio News in the Caribbean: the Hugh Crosskill Effect", 45<sup>th</sup> Annual Caribbean Studies Association Conference, Guyana, May 31-June 4, 2021 [Oral Presentation]

**Obika, A. & Rowe, Y.**, "Culture Cash and Class in Carnival in Jamaica, 45<sup>th</sup> Annual Caribbean Studies Association Conference, Guyana, May 31-June 4, 2021 [Documentary]

## **PUBLIC SERVICE**

CARIMAC maintained its institutional membership in international and regional organizations such as the International Association for Media and Communication Research (IAMCR) and the Caribbean Broadcasting Union (CBU). In an effort to promote greater activism and public advocacy, members of the School served on various boards. Dr. Livingston White served as Vice Chairman of the Climate Change Advisory Board for the Climate Change Division in the Ministry of Economic Growth and Job Creation, now Ministry of Housing, Urban Renewal, Environment and Climate Change and Chairman of the Communication & PR Sub-Committee. He also served as a member of the Board of Directors of the Nature Preservation Foundation. Mr. Steffon Campbell continued as a correspondent of the Caribbean Investigative Journalism Network (CIJN) that was launched on December 5, 2019 to produce investigative stories for multiple platforms. Chevonnese Chevers Whyte maintained membership in the Jamaican Animation Nation Network (JANN) while Rae-Ann Smith continued as a member of the Jamaica Film and Television Association (JAFTA).

## **AGILITY**

### **INCOME GENERATION**

CARIMAC generated income through its self-financing programmes at the undergraduate and graduate levels. At the undergraduate level, we offered the BFA degrees in Film Production and Animation. At the graduate level, we offered two revised degrees: Communication Studies (CS) and Communication for Social and Behaviour Change (CSBC), as well as the existing Integrated Marketing Communication and the new Media Management programme which was offered for the first time in collaboration with the Mona School of Business and Management. All the graduate programmes were offered remotely online. It should be noted that the two revised programmes were amended to become online programmes. An option to complete the degree by coursework only in addition to an option to do a final research paper were also included. To date, financial reports from the Bursary indicate that these programmes have been generating surpluses. In addition to these self-financing programmes, CARIMAC arranged a partnership with the Caribbean Export Development Agency to coordinate and deliver a virtual script writing and film production workshop to film practitioners in the CARIFORUM region. The project was valued at EU\$33,000.00 (approximately JMD\$5,733,887.50) and trained 26 participants from October 4, 2020 to December 18, 2020.

### **CONCLUSION**

CARIMAC has been forced to rethink its traditional approach to teaching and learning and its general service delivery since the start of the COVID-19 pandemic. Some activities that were initiated in response to the pandemic will be maintained. The School is now working

to ensure that its curriculum is revised as blended so that some of its online classes will remain online after COVID. Within the context of the UWI's financial situation, the School recognizes that it must closely review its budget to ensure that all expenses are being reflected accurately and are being covered by income generated. If the School is to sustain its services to its students, some of this income generated must be set aside to invest in the physical plant as CARIMAC expects to accommodate students in face to face sessions for its production courses.

