



CARIBBEAN SCHOOL OF MEDIA & COMMUNICATION

Dr. Livingston A. White · Director

Ph.D

The 2021/2022 academic year commenced with stay-at-home orders still in effect due to the continuing COVID-19 pandemic. CARIMAC's year continued with virtual classrooms and a hybrid for select courses. Notwithstanding, the administrative, service and technical staff resumed physical office hours as at August 1, 2021, while observing COVID protocols. CARIMAC's five-year strategic plan for the period which ended July 2022 contained 38 initiatives for academic year 2021/2022. Eleven strategic objectives were achieved, 8 halted, 7 revised and 12 in progress.

ACCESS

STUDENTS

CARIMAC offered synchronous, remote undergraduate classes at both the Mona and Western Jamaica campuses with face-to-face modality for the BFA Animation programme for the Summer Term. Efforts made to improve the quality of teaching, learning and student development included ongoing curriculum review for both graduate and undergraduate programmes, technology revisions and upgrades to support the delivery of blended teaching. With the resumption of some approved courses to have face-to-face sessions in Semester 2, the IT unit contributed to live video demonstration in the television production and animation courses. This allowed those students who were unable to attend classes at Mona to be engaged virtually during each session.

In December 2021 CARIMAC received a second Cine Lens Kit, which allowed Film Production students greater flexibility in completing assignments on time and doubled the number of simultaneous loan sessions by offering students a second film kit for on-location recording. Additionally, BFA Film Production and Animation programmes were offered access to software applications on their personal devices, and in collaboration with the UWI Mona Main Library, BFA Animation students were able to access semester-long equipment loans of Wacom tablets to allow them to learn and practice from home.

For postgraduate students, CARIMAC facilitated programme completion by actively communicating with students in the previous versions of the Communication Studies (CS) and Communication for Social and Behaviour Change (CSBC) programmes who had only a research paper outstanding. Some were allowed to complete by coursework only, transferring into the revised versions of these programmes (CS and CSBC). Approximately 44 students will be graduating in the November 2022 ceremonies.

Students in various programmes continued to excel. The following is a list of their achievements:

Student	Degree Programme	Achievement
Israel	BFA Animation (Level 3)	Her poem ‘Mama Ocean’ was published in the <i>Rebel Women Lit</i> digital literary journal dated 6/8/2021.
Shawson ixon /n	BFA Animation (Level 3)	Represented CARIMAC, UWI, Mona in the Animation Educators Forum Student Showcase 2022. Animation Educators Forum is a group of educators who help young minds in the field of animation.
Watts	BFA Animation (Class of 2021)	Featured in the JN Group Ltd. online publication <i>Living Well Magazine, Issue 16, December 2021</i> , as an upcoming Animator and Visual Storyteller.
nkle	BFA Animation (Class of 2021)	Her 4-minute film <i>Carpe Diem</i> was selected for screening at the ‘Show Some Spark’ Movie Awards (SSSMA) via https://filmfreeway.com/ .
Living nkle	BFA Animation (Class of 2021)	Their animated short film titled <i>A Home for Gecko</i> premiered on HBO Max’s Sesame Street series, Season 52, Episode 21, on March 31, 2022.
Gayle	BFA Film Production (Level 3)	<ul style="list-style-type: none"> Her film <i>The Past</i> won a gold medal at the 2021 Jamaica Cultural Development Commission (JCDC) FiWi Short Film competition. Her film <i>The Feeling of Before</i> won Best Short Film at the 2022 Lignum Vitae Film Festival.
Downes	BFA Film Production (Class of 2021)	Selected for the International Emerging Film Talent Association (IEFTA) Jamaica Film & Television Association delegation to the 12 th Virtual Durban Film Mart 2021 held August 13-22, 2021.
Wilkins	BA Journalism (Level 2)	Won 1 st place and received awards for ‘Best Undergrad Team’ and ‘Best Presenter’ at the Mona School of Business & Management’s Vincent HoSang University of the West Indies Venture Competition (UWIVC) for her online marketplace creation “ZRISE”, launched March 26, 2022.

CARIMAC awarded its high achievers UWI Bookshop Gift Certificates valued at \$25,000 per undergraduate student and \$30,000 per graduate student at the Faculty of Humanities and Education Annual Awards ceremony held virtually on November 11, 2021. The recipients were:

	Student	Award	Sponsor
graduate	Sheree Sleight	BA Digital Media Production	Spectrum Management A
	Cedella McKie	BA Integrated Marketing Communication	JPSCo
	Nordia Parther	BA Integrated Marketing Comm. (WJC)	Western Mirror
	Kedisha Clarke	BA Journalism	Love 101 FM
	Chevon Irving	BFA Animation	Flow
	Othneilia Downes	BFA Film Production	Digicel
	Cedella McKie	Director's Prize for Most Outstanding CARIMAC Undergraduate Student	N/A
	Kaneal Gayle	Most Outstanding Master's Student	Infinity IMC

PUBLICATIONS

Refereed Journal Articles

- Ferguson, T., & Ellis, T. (2022). "Developing master's level education students as researchers: Mentors' and mentees' experiences." *Mentoring & Tutoring: Partnerships in Learning*, 30(2), pp. 235-255. <https://doi.org/10.1080/13611267.2022.2057099>
- Rowe, Y., & Frampton, A. (2022). "Erased and misremembered: Exhum-ing the colonial broadcasting of Una Marson." *Journal of Radio & Audio Media*, 29(1), pp. 61-79. <https://doi.org/10.1080/19376529.2021.1960351>
- Smith, R. (2022). "Seretse Small: Scoring motion pictures in Jamaica." *Interviewing the Caribbean*, 7(2), pp. 268-273. University of the West Indies Press.
- Arpan, L., Ray, E., Sellers, N, & Bravo, O.S.C. (2022). Self-effects of user-generated messages on pro-environmental identity. *Ap-plied Environmental Education & Communication*, 25 pages. DOI: 10.1080/1533015X.2022.2121329
- Henderson, A., White, L. A., Cook, L. D., Bravo, O., Barnes, C., & Rowe. Y. (2021). "Applying mixed methods research to inform broadcast media regulation: A reflection." *Caribbean Journal of Mixed Methods Re-search*, 2(1), pp. 219-236. DOI: <https://doi.org/10.37234/CJMMR>

Technical Report

- White, L.A., Bravo, O.S.C., Gordon-Blake, J. (2022). A Study of Jamaican Commuters'
- Knowledge, Attitudes, and Practice regarding Public Transportation (November 2021-March 2022). Submitted to the Transport Authority (59 pages excluding appendices)

Book Chapter

Ellis, T. (2021). "Creating an inclusive education environment: Lecturers' experiences and perspectives in one department at the University of the West Indies." In F. Morris (Ed.), *Inclusive Education: The Key to Social Transformation* (pp. 116-142). Ian Randle.

Multimedia Online Publications

Campbell, S. (July 2, 2022). Barbados' Four Seasons Still Stalled After Seventy Seasons.

Caribbean Investigative Journalism Network. <https://www.cijn.org/barbados-four-seasons-still-stalled-after-seventy-seasons>

Campbell, S. (2021-2022). COVID-19 relief monitoring hub country reports (Jamaica). Media Institute of the Caribbean. <https://www.mediainstituteofthecaribbean.com/jamaica>

CARIMAC hosted weekly virtual Research Seminars on Wednesdays. Presentations were made by the School's academic staff, MPhil students, former students of CARIMAC who obtained doctoral degrees, other industry practitioners, and researchers invited from other universities. The following 20 seminars were held during Semesters 1 and 2:

Date	Presenter/Lead	Title of Presentation/Focus
Oct 6, 2021	Ms. Cedella McKie (CARIMAC)	The Impact of Corporate Social Responsibility on Customer Perception, Behaviours and Loyalty: An Analysis of the Jamaican Banking Sector (MPhil Proposal)
Oct 13, 2021	Ms. Malene Joseph & Ms. Tameka Lee (CDB)	Charting Impact and Building a Community of Practice through Innovation, Collaboration and Sustainability
Oct 20, 2021	Dr. Erica Gordon (University College of the Cayman Islands)	Cell Phone and Social Media Use among College Students
Oct 27, 2021	Dr. Pamala Proverbs (Owner, PRMR Inc., Barbados)	Expanding the Boundaries of Public Relations Research to Build Framework to Address Episodic Framing of Gender-Based Violence in the Caribbean
Nov 3, 2021	Dr. Livingston White (CARIMAC)	Special Projects: Handling Externally Sourced Funding for your Research Projects (For CARIMAC full-time Academic Staff)
Nov 10, 2021	Dr. Kay-Anne Darlington (University of Rio Grande, USA)	Qualitative Research during COVID-19
Nov 24, 2021	Ms. Britany Forsythe (CARIMAC)	Online Streaming Platforms in Jamaica: The Adaptability of Content Producers and Consumers to the Changing Media Market (MPhil Proposal)
Dec 1, 2021	Mrs. Tashiya Young (CARIMAC)	Starting Strong: A Comparative Review of Micro, Small and Medium Sized Enterprises' (MSMEs) Corporate Visual Identity - A Multiple-Case Study Approach (MPhil Progress)
Dec 8, 2021	Mrs. Chevonese Chevers Whyte (CARIMAC)	A Proposed Framework to Teach Animation to Tertiary Students to Achieve Optimal Learning Outcomes (Unofficial MPhil Proposal)
Feb 2, 2022	MORI (Dr. Pamela McLaughlin)	Mona Office for Research and Innovation: Exploring Support for Media and Communication Researchers
Feb 9, 2022	Dr. Neleen Leslie-Piper (UTECH, Jamaica)	The Changing Face of America: Multicultural Marketing and Implications for Marketing Education
Feb 16, 2022	JIPO (Dr. Marcus Goffe) Mona Campus Legal Office (Ms. Loreen Walker)	Intellectual Property: Monetizing Media and Communication Products The UWI Intellectual Property Policy - Copyright
Feb 23, 2022	UWI Press (Mrs. Nadine Buckland, Mrs. Khelee Williams Gardiner, Ms. Althea Brown)	Publish Books and Journals with the Premier Scholarly Publisher in the Caribbean: The University of West Indies Press
Mar 9, 2022	Dr. Livingston White (CARIMAC)	Using Focus Groups to Pretest Messages: Insights from Various Campaigns
Mar 16, 2022	Dr. Shaneil Taylor (University of Illinois Urbana-Champaign, USA)	Socio-Ecological Factors Related to Opioid Misuse in Emerging Adults: Conducting Baseline Studies to Develop Communication Strategies
Mar 23, 2022	Ms. Dainalyn Swaby (Creator and Host, Global Yaadie, Jamaica)	An Investigation of the Lived Experiences of Youth in Jamaica and Their Response to Climate Change Engagement

ALIGNMENT

PAPERS PRESENTED

- Gordon-Bell, N. "Mapping the History of Media and Communication Studies in the Region: A Transformative Challenge." Histories of Communication Studies Across the Americas, July 12, 2022 [Roundtable Discussion]
- Obika, A. "Toward a governance model for Caribbean film: Exploring the film industries of Jamaica and Trinidad and Tobago." International Association for Media and Communication Research Annual Conference (virtual), Beijing, China, July 11-15, 2022 [Oral Presentation]
- Obika, A. "Carnival in Jamaica post covid: The role of cultural policy." Caribbean Studies Association's 46th Annual Conference (virtual), Kingston, Jamaica, May 30-June 3a, 2022 [Oral Presentation]
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- Obika, A. "From afrobeats to afrosoca: Cultural flows from West Africa to Trinidad and Tobago." Caribbean Studies Association's 46th Annual Conference (virtual), Kingston, Jamaica, May 30-June 3b, 2022 [Oral Presentation]
- Obika, A. "The impact of cultural policy on the Jamaican film industry, 1962-2020." International Communication Association 72nd Annual Conference, Paris, France (virtual), May 27, 2022 [Poster Presentation]
- Bravo, O. "Teaching and learning media and communication during the COVID-19
- pandemic." Faculty of Humanities and Education Virtual Symposium, UWI Mona, Jamaica, May 13, 2022 [Oral Presentation]
- Chevers Whyte, C. "Participants' perception of the effectiveness of the YEDAI's TTT programme with teaching 2D animation." Faculty of Humanities and Education Virtual Symposium, UWI Mona, Jamaica, May 13, 2022 [Oral Presentation]
- Obika, A. "Toward a governance model for the Caribbean film industry: An exploration of film policies in Jamaica." Global Reggae Conference, UWI Mona, Jamaica, February 16-20, 2022 [Oral Presentation]
- Bravo, O. "Framing brand misbehavior: The effects of moral intensity frames on boycott intention." American Marketing Association Summer Academic Virtual Conference, August 5, 2021 [Oral Presentation].
- Obika, A. "Carnival in Jamaica Post-Covid: The role of Policy in the festival's sustainable development." Rex Nettleford Arts Conference 2021

(virtual), Edna Manley College, Jamaica, October 6-8, 2021 [Oral Presentation]

Members of the academic and technical staff engaged in additional activities to improve the quality, quantity and impact of research, innovation and publication. Mrs. Chevonnese Chevers Whyte participated as a panelist in the virtual SIGGRAPH 2021 conference held August 9-13, 2021, under the theme "Teaching Under COVID, What Have We Learned?" Mr. Steffon Campbell completed the first phase of the 2022 instalment of an Investigative Journalism Fellowship held virtually during January 4-27, 2022, by the Media Institute of the Caribbean (MIC) with support from UK AID. He also completed a fellowship under the Erasmus+ Staff Exchange Mobility between The UWI and Birmingham City University (BCU). Mr. Alistaire McLaren attended the National Association of Broadcaster (NAB) 2022 Show held in Las Vegas, NV, USA from April 24-27, 2022, where he was able to see first-hand, new and to-be-released electronic news-gathering equipment to assist in the delivery of CARIMAC's various production programmes. Dr. Corinne Barnes and Ms. Yvette Rowe were appointed as Honorary Research Fellows as of March 2022 for a two-year period to assist with research projects.

PUBLIC SERVICE

CARIMAC staff served various public bodies by engaging in research and invited presentations. Dr. Anthea Henderson concluded a body of research for the Broadcasting Commission of Jamaica as part of the agency's strategic thrust of regulatory reform of the electronic broadcast sector. Mr. David Soutar, along with colleagues at the Mona School of Business and Management, worked on a Digital Media and Information Literacy (DMIL) framework for the Broadcasting Commission of Jamaica. Mr. Soutar is also collaborating with the Ministry of Health & Wellness to create a mobile app targeted at patients with non communicable diseases. On July 11-12, 2022, Dr. White conducted a workshop on "Managing Public Information and Media Relations" on the invite of The National Security Secretariat of the Turks and Caicos Islands Government in Providenciales, Turks and Caicos Islands.

Staff Member	Post	Public and/or Professional Bodies
Dr. Olivia Bravo	Member Member Member Member	<ul style="list-style-type: none"> American Academy of Advertising American Marketing Association Association of Consumer Research Society for Marketing Advances
Mrs. Chevonnese Chevers Whyte	Executive Member Member Member Member Member	<ul style="list-style-type: none"> Jamaica Animation Nation Network (JANN) Animation Educators Forum (International) The Society of Animation Studies (International) Women in Film and Television Jamaica (WIFA) Animation Standards Committee at University Council of Jamaica
Dr. Nova Gordon-Bell	Committee Member	<ul style="list-style-type: none"> National Child Online Protection Committee (NCOPC), Ministry of Education, Youth and Information
Dr. Anthea Henderson	Member	<ul style="list-style-type: none"> Broadcasting Corporation of Jamaica (BCJ) Digital Media and Information Literacy Framework Oversight Committee
Mr. Alistaire McLaren	Member Member	<ul style="list-style-type: none"> Audiovisual and Integrated Experience Association (AVIXA) Broadcast Educators Association (BEA)
Miss Rae-ann Smith	Member Committee Member	<ul style="list-style-type: none"> University Film and Video Association (UFVA) Caribbean Studies Association (CSA) Film
Mr. David Soutar	Board Member Member	<ul style="list-style-type: none"> United Way of Jamaica Board of Governance Jamaica Accountability Meter Portal
Dr. Livingston White	Member Board Member Board Member	<ul style="list-style-type: none"> CBU Hall of Fame Committee Creative Production & Training Centre (CPTC) Social Marketing Quarterly (SMQ) Editorial Board

AGILITY

INCOME GENERATION

CARIMAC generated income through its self-financing programmes at the undergraduate and graduate levels. All graduate programmes were offered remotely online and attracted students across the Caribbean. Through its Communications Department, the Transport Authority partnered with CARIMAC to conduct a study on the knowledge, attitudes and practices (KAP) of the users and operators within the public transportation system in Jamaica. The first phase of data collection in the form of a quantitative survey with a sample of 1,000 commuters occurred during November 2021 and January 2022. Phase two was done in March 2022 with the CARIMAC Team conducting focus group discussions with three stakeholder groups: commuters, police officers, public transportation operators. A technical report was submitted to the Authority. The project which ended in April 2022 was valued at JMD1,998,000.00.

CONCLUSION

Learning from the pandemic, CARIMAC is now working to ensure that its curriculum is revised with the option for blended modality so that some of its online classes will remain online post COVID. The School aims to manage

its budget by devising new initiatives and maintaining strategies to generate surplus income. On a point of note, it becomes imperative to earmark funds from surpluses to continue requisite upgrades to provide the needed tools for which staff and students can effectively operate while mitigating contingencies and simultaneously being in step with the ever evolving media and communication industry, so as to uphold the University's brand, maintain competitive edge and produce graduates who are trained, relevant and ready to meet industry standards. This means we must pursue, without continued delays, upgrades in our facilities and technologies used in our service to students.