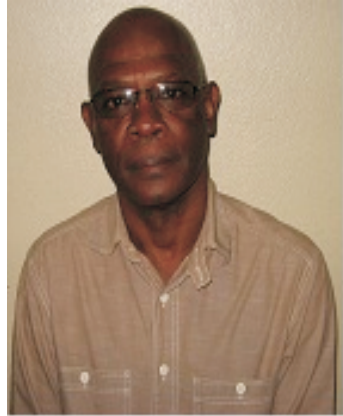


CARIBBEAN INSTITUTE OF MEDIA AND COMMUNICATION (CARIMAC)

Canute James, BA, PhD UWI – Director

WORK OF THE DEPARTMENT

CARIMAC's work and achievements for the Academic Year 2011/2012 were centered on the conclusion of the first phase of the reform and upgrading of its undergraduate curricula. This was related to efforts to meet the University's mandate to the Institute to "reposition" itself as a regional centre of excellence for education and training in professional media and communication disciplines. The Institute continued to work towards the production of the type of graduate identified in the University's strategic plan as being "ideal."



The intention has been to continue to produce graduates who are immediately relevant to media and communication services, but who are also the beneficiaries of a "university" education that takes account of critical and analytical thinking and problem-solving skills.

The programmatic changes undertaken by the Institute supported the University's Strategic Plan to undergo "fundamental qualitative and quantitative change, transforming itself into a truly 21st century higher education academy with a global reputation for excellence."

The Institute made significant progress during the year under review in meeting these objectives by obtaining approval for new undergraduate programmes as it approached the final phase of the withdrawal of its traditional offering – a BA in Media and Communication Studies - that

was based on specialisations in six areas: Public Relations, Social Marketing, MultiMedia, Radio, Television and Print.

These changes took account of increasing convergence in media and communication services, in which graduates with discrete skills were having limited marketability in a professional environment that demands multi-skilled practitioners.

In the year under review, the Department took in its first cohort for its BA in Integrated Marketing Communication in both Kingston and Western Jamaica. The Department also took in its second cohort of its BA in Journalism, with this programme being offered only in Kingston.

The first cohort of the BA in Digital Media Production completed its final year at the Western Jamaican Campus. The Faculty of Humanities and Education requested a suspension of this programme in Kingston in the year under review, as part of an attempt to lift the intake for the programme at the Western Jamaica campus.

However, a decision was later taken to offer a minor in Digital Media Production to students who had been made offers by the University – and who accepted these offers – to pursue a major in the programme in Kingston where it was not being offered.

While concentrating on the design and offering of courses for approval, the Institute also worked on several courses which it will submit to support its new programmes in order to provide an enriched array of relevant electives for students. These will be important to meet demand that will come from an increase in student intake.

The Institute also began work during the year on updating its MA in Communication Studies. Central to this is an examination of alternative methods for delivering the research component of the programme to take account of changes that have been taking place in media and communication platforms.

The intention of the review is to ensure that the programme offers candidates attractive and relevant options in delivering research, while

maintaining the required academic and professional standards that are required for the programme.

One consequence of the modernising of the undergraduate curricula was an increase in student intake in the year under review. Traditionally, the Institute has been able to take in 15pc to 20pc of applicants who have met the University's matriculation requirements, and who listed CARIMAC as their first choice. In the year under review, undergraduate student intake in Kingston was almost doubled to 140.

The effort at curricula reform was successfully pursued during the year despite problems in identifying and accessing infrastructural resources for training and education, and against the background of the financial constraints on the University. The process will be assisted by the agreement of the University to allocate more space to the Department so it can begin to put into place the infrastructure and technological platforms to facilitate its new programmes.

The Institute completed remodelling and renovation of space identified for its dedicated computer lab, and obtained hardware and software that will be installed for use at the start of the 2012/2013 academic year.

As in the previous year, the challenge in the year under review continued to be the management of the change to ensure a smooth transition and the efficient delivery of the new offerings.

During the year under review the Graduate Programmes Unit (GPU) continued to strengthen its administrative structure and the management of its programmes. The Unit designed and implemented programmes to market its programmes - the MA in Communication Studies (CS) and the MA in Communication for Social and Behaviour Change (CSBC). There was clear success from this effort, with the January 2012 intake for CSBC at 27 – two above the Institute's target. There were also signs of significantly higher than usual interest in the Communication Studies intake scheduled for September 2012.

As part of its effort to lift the profile of the Institute and to enhance and enrich the experience of students, the Institute staged several events

through the year. For a fourth year, the Institute staged its business luncheon for final year students. The event was managed by students with guidance from members of the Institute's staff. Final year students from the Western Jamaican Campus were involved. Students who excelled in their school work were given prizes. The event in the year under review was addressed by Ms Sonia Gill, a CARIMAC graduate who is assistant resident country representative in Jamaica of the United Nations Development Programme.

For a third year, "CARIMAC Open Week" provided an opportunity for undergraduate and graduate students and staff to display the work that they have been doing and to make presentations on their research. The week's exposition continued to encourage a culture of research among students and staff, while students' work was presented to the providers of media and communication services. This led to employment opportunities for several students.

The second CARIMAC/Aggrey Brown Distinguished Lecture was presented as part of CARIMAC Open Week. The lecture was delivered by Mr Mike Fennell, president of the Jamaica Olympic Association and former president of the Commonwealth games Committee, who spoke on Media and Sports in National development.

For a second year the CARIMAC Public Lecture was staged at the Western Jamaica campus. The lecture was delivered by Dr Grace Virtue, former executive communication manager and senior writer in the Office of University Communications at Howard University in the United States.

The Institute continued its efforts to increase employment opportunities for its graduating students, and again staged a series of "exit interviews" in which managers of media and communication houses discussed with the students their course of study and their interests in media and communication. As in the previous year, several students were immediately promised employment on completing their programmes.

INCOME GENERATION

During the year under review, the Institute's business unit, Carimac.com, continued to pursue income generating projects that have contributed to research undertaken by the Institute and its staff. Eleven projects were undertaken during the year by Carimac.com, with a combined value of \$23.3m. This did not include short courses undertaken by the unit. One consequence has been a four-fold increase in sponsored research output.

With funding from UNICEF, CARIMAC conducted a recall study of the messages presented in the Caribbean Broadcast Media Partnership's three-year LIVE UP campaign. The campaign utilises popular musicians and entertainers in 53 television advertisements and 42 radio advertisements from 2007 to 2010, which were broadcast free of charge by over 100 participating media houses in 24 Caribbean territories.

Research continued on a study on the output of Jamaica's electronic media sector and the UNESCO-funded study on professional capacity building in the media industry of Jamaica. Both studies are being done by large research teams primarily comprised of CARIMAC faculty.

Work has begun on a knowledge, attitude and practices study on climate change. The survey results will contribute to the development of a national climate change communication strategy and action plan for the IDB/World Bank-funded Pilot Programme for Climate Resilience. This project is implemented by the Planning Institute of Jamaica.

The business unit also developed a course for journalists/journalism students on covering local government and issues and produced a companion manual. These activities were funded by UNDP through the Building Civil Society Capacity to Support Good Governance by Local Authorities project that was implemented by the University's Centre for Leadership and Governance.

The business unit also completed a 5-minute film for the Caribbean Coastal Area Management Foundation (C-CAM) called "Chicken and Sardines". The film will support C-CAM's thrust to raise public awareness

about the importance and value of fish sanctuaries to the livelihood fisherfolk and re-building sustainable fish stock in the country.

The business unit received a second grant from the Environmental Foundation of Jamaica to produce a 15-minute documentary on the impact of its work in the areas of Environmental Sustainability, Child Development & Survival. The documentary will be shot and edited by July. Under the first EFJ grant the business unit created other video products and marketing materials as well as provided communication support and training for the Foundation as part of its overall donor-outreach strategy.

PUBLIC SERVICE

Corinne Barnes

- Regional Coordinator, Global Media Monitoring Project
- Member, Panos Caribbean Advisory Council
- Member, board of Women's Media Watch

Mel Blake

- Member, National Steering Committee for Digital TV Switchover, Ministry of Information and Telecommunications

Fae Ellington

- Interim Chair, Jamaica Cultural Development Commission
- Chair, Jamaica Information Service Advisory Board
- Director, Access to Information Act Tribunal
- Director, Chase Fund
- Director, St Hugh's High School Board
- Member, e-Learning Jamaica board
- Patron, Clarendon 4H Movement
- Member, Board of Independent Actors Movement (I AM) Theatre Company

Canute James

- Member, Project Steering Committee, CSME Public Education Products

Patrick Prendergast

- Chairman, Board of Management, Essex Hall All Age School
- Lieutenant Governor, Zone 4, Optimist International Caribbean District.

Livingston White

- Member UNICEF strategy development on social/behaviour change communication. (Associated with
- Jamaica's Education ministry, Early Childhood Commission and Rufamso
- Member, Jamaican Ministry of Health Monitoring and Evaluation Research Group (MERG) for HIV and AIDS.
- Member, American Red Cross' Caribbean HIV and AIDS Project research team for quantitative knowledge, attitude and practice survey for the formative research and baseline evaluation
- Member, Marketing and Communications Committee, Foundation for Development of Caribbean Children

STUDENTS

Several graduating students were given awards for outstanding academic and professional work. The awards were donated by media and communication houses and by CARIMAC graduates.

RJR Communications Group Award – Shauna-Kay Battick
for Multimedia

Media Central Award for Public Relations – Jervene Simpson

Social Marketing Graduates' Award for Social Marketing	– Ave LeBlanc
Newstalk 97 Award for Radio	– Juliet James
Gleaner Company Award for Print and Online	– Justine Harrison
CVM Television Award for Television	– Leah Ann Jones