

CARIBBEAN INSTITUTE OF MEDIA AND COMMUNICATION (CARIMAC)



Professor Hopeton S. Dunn, PhD *City Univ., Lond.*
Director

OVERVIEW

In the year under review, CARIMAC expanded its student intake, launched two new self-financing undergraduate programmes and introduced a new Masters Programme. The Institute made important strides in the implementation of a new Operational Plan based on a 2014 Quality Assurance Review (QAR) and Operational Audit. On this basis, both the Faculty of Humanities and Education (FHE) and Academic Board gave approval for the continued implementation of the QAR outcomes and Plan, including the transition to a School of Media and Communication. The detailed transition plan is being finalized for presentation at FHE and F&GPC Boards in 2016/2017.

The Institute continues to enhance its marketing activity, engaging public dialogue on issues in media and communication in Jamaica and the Caribbean.

WORK OF THE DEPARTMENT

Expansion of Programmes

Undergraduate Programmes

Expansion from three (3) Undergraduate Programmes in 2010 to five (5) in 2015. The following are our Undergraduate Programmes now on offer.

- BA Journalism
- BA Digital Media Production
- BA Integrated Marketing Communication
- BFA Animation
- BFA Film Production

Four of the programmes, BA Journalism, BA Integrated Marketing Communication, BFA Animation and BFA Film Production are offered to students at the Mona Campus and two, BA Integrated Marketing Communication and BA Digital Media Production are offered to students at the Western Jamaica Campus (WJC). CARIMAC's WJC programmes, with over 100 students, remain the only full degree programmes offered there from the Faculty of Humanities and Education. The BFA in Film Production and Animation are the Faculty's only self-financing undergraduate degree programmes.

Graduate Programmes

Expansion from two (2) graduate Masters level degree programmes in 2012 to the following four (4) in 2015/2016

- MA Communication Studies
- MA Communication for Social and Behaviour Change
- MA in Integrated Marketing Communication
- MSc in Telecom Policy and Technology Management

Applicants for MPhil/PhD Programmes are under review to join the existing group of research students.

Diploma Programme

The Diploma programme is being updated and there are plans for it to also be offered at the Western Jamaica Campus (WJC) as an introduction to Media and Communication.

Additional Classrooms

Two additional small classrooms were introduced. CARIMAC's old Print Lab was upgraded and 20 new high-end Apple Mac computers were installed to facilitate teaching in production and digital graphic content for all degree programmes.

Developing more efficient and effective academic and administrative processes

Based on the recommendations from the CARIMAC Quality Assurance Review, the Institute actively implemented the following recommendations:

- Support for CARIMAC's transition from an Institute to a School
- Increase in staff research output
- Reduce dependence on part-time staff
- Address staff concerns regarding office accommodation and work load
- Engage media industry to help make students more work adaptive
- Develop stronger bonds with CARIMAC's alumni
- Increase graduate student throughput
- Review of the Internship Programme

The QAR Operational Plan received the approval by the Faculty Board of Humanities and Education and by Academic Board.

Summer School/Special Courses

The Institute continues to offer income generating short courses annually during the Summer. The following were offered between June and July 2016.

- 1) Writing for Public Relations
- 2) Event Planning
- 3) Graphic Design (Basic)
- 4) Digital Photography
- 5) Introduction to Web Design
- 6) Social Media Strategies (WJC & Mona)

RESEARCH AND INNOVATION

Significant faculty-led research and/or innovations during the period

CARIMAC participated in the Campus Research Days activities on February 17–19, 2016. A hands-on introductory seminar in 2D Animation and Motion Graphics was presented by Mr D'Oyen Williams and Mr Desmond Young respectively. They had the participants work in groups to create and animate their own rigs using pre-designed assets.

New research partnerships developed during the period

A new ICT User Survey was designed and commissioned in the period under review. It aims to capture Internet Usage data among all demographic groups in Jamaica. The Survey, being done in association with STATIN and the Office of Utilities Regulation (OUR), is led by Professor Hopeton Dunn. It will be completed in 2016/2017.

A team led by Professor Hopeton Dunn and including Miss Olivia Bravo and Mrs Janneth Mornan-Green was the recipient of the Principal's Research Day Awards, 2015/16. The categories were:

- Research Project Attracting the Most Research Funds for the Faculty of Humanities and Education, UWI (2015)

- Research Project with the Greatest Business/Economic/Development Impact for the Faculty of Humanities and Education, UWI (2015)

STAFF MATTERS

Improving employee engagement

Regular Staff meetings were held to brief all employees and to consult on initiatives being developed, including new programmes, special lectures and outreach activities. The Annual Staff Retreat, involving both planning and recreational activities, was held at the WJC Campus on June 10, 2016.

Strengthening performance management

The Institute developed a new Operational Plan in response to the recommendations of the Quality Assurance Review and the Operational Audit. The Management Committee was strengthened to assist in implementation and in the leadership of other key activities.

The CARIMAC Advisory Committee was re-structured and re-convened, consisting of industry leaders, external academic advisors and staff representatives.

SPECIAL ACTIVITIES

Graduate Programme Seminar

CARIMAC hosted a seminar on Graduate Supervision for supervisors in our MA, MPhil and PhD programmes on Thursday, February 4, 2016. The main speakers were Professor Denise Eldemire-Shearer, Chair, Campus Committee for Graduate Studies and Research, Professor Hopeton Dunn, Director of CARIMAC and Dr Anthea Henderson, Lecturer and former Graduate Studies Co-ordinator of CARIMAC.

CARIMAC Job Fair

The Institute organised its inaugural student job fair under the theme “Career Ready 2016”, at CARIMAC’s Annex II Lecture Room on Wednesday and Thursday, April 13–14, 2016. The Opening Ceremony was addressed by Ms. Minna Israel, Special Advisor to the Vice Chancellor. Other presentations on Day One included topics such as CV and Portfolio Development; Winning Job Interviews; Dining Etiquette; Professional Attire, and Public Speaking. There was also a panel discussion on Entrepreneurship in the Digital Age.

The purpose of this event was to enhance the professional skills of CARIMAC’s final year students and allow potential employers to meet, network and recruit from some of the best of our graduating class. The lead staff organizer was Dr. Anthea Henderson, Lecturer, working in association with UWI’s Career and Placement Office.

CARIMAC CAPE Communication Studies Revision Workshops

CARIMAC organised two days of revision workshops for high school students who were writing the CAPE Communication Studies examination in May 2016. The workshops held March 19 and 26, attracted over 300 students from more than 20 High Schools in Jamaica. Presenters included CARIMAC staff and former students who are teachers of the subject at the High School level. Presentations included topics such as “Ace-ing the Long Paper”, “Gaining Maximum Marks for Module 2” and ‘Tips for Constructing a Proper Essay for Section 2’. The lead staff organizer was Dr. Corinne Barnes, CARIMAC Lecturer.

Launch of CARIMAC Student Network (CSN7)

Acting on a recommendation from the Director to improve inter-programme collaboration, lecturers and a group of final year students from the three programmes, collaborated and launched a new on-line electronic media outlet called CARIMAC Student Network (CSN). The class produced a live newscast for this network. This activity involved

collaboration among: a) IMC students raising funds to build a large TV studio set b) Journalism students creating video news features for showing on the CSN platform and c) DMP students creating graphics and animated montages used as part of the platform. The lead staff organizers were Ms Yvette Rowe, Dr. Livingston White and Mr. David Soutar.

CARIMAC Distinguished Lecture

The 6th Annual CARIMAC Aggrey Brown Distinguished Lecture was held on April 14, 2016 at CARIMAC Annex II building. The lecture was presented by Mr. Adrian Robinson, distinguished Jamaican broadcaster, who is also founder and Managing Director of The Marketing Counselors Limited, one of the leading advertising agencies in Jamaica. He spoke on the topic ‘The New Universe for the ‘MAC’ in CARIMAC: Case Studies of the Internet’. The lead staff organizer was Dr. Livingston White, Lecturer.

WJC Annual CARIMAC Lecture

The WJC Annual Public Lecture took place on April 12, 2016. The topic, “Exploring the Caribbean Media Landscape: Mergers, Models and the Practice of Journalism” was presented by Mr. Wesley Gibbings, President of the Association of Caribbean Media Workers (ACM). The event was organized and chaired by Mr. Steffon Campbell, CARIMAC/WJC co-ordinator.

Top Radio Documentaries

On Friday, April 15, 2016 the top two radio documentaries produced by the Radio Journalism students were presented to an audience of media practitioners, industry executives and students. The documentaries entitled, ‘The Broken Vessel’ and ‘Facing Death’ were well received and the students were commended for their productions. The lead staff organizer was Ms Fae Ellington, Lecturer.

Launch of CARIMAC TIMES 2016

CARIMAC launched the 2016 edition of the annual student publication, *CARIMAC TIMES*, in a special ceremony on the Institute's lawns on April 15, 2016. The Guest Speaker was Mrs. Thalia Lyn, CEO of Island Grill and Honorary Consul for Thailand. This high gloss, full-colour magazine provides a collection of in-depth stories, highlighting realities under five main themes: Abuse, Minorities, Public Health, Education and the Economy, with an emphasis on youth. The lead staff organizer was Dr. Corinne Barnes, Lecturer.

OUTREACH

CARIMAC assigned a member of the academic staff, Ms Fae Ellington, to lead in its outreach to schools activities and she visited several high schools during the academic year.

Professor Hopeton Dunn represented CARIMAC at the World Intellectual Property Organization's (WIPO) Regional Seminar on 'Broadcast Licensing in the Digital Age' held May 23–24 in Port of Spain, Trinidad & Tobago. The objectives of the seminar were to explore issues surrounding licensing of content, the commercialization of content, including broadcasting and sports. There were also in-depth discussions on the issue of signal piracy and its impact on the Caribbean region.

3rd National Cyber Security Conference

CARIMAC hosted over 200 participants at the 3rd National Cyber Security Conference under the theme "Data Protection, Financial Services and Customer Awareness". The Conference was held at the UWI Regional Headquarters, Mona, in Kingston, on Tuesday and Wednesday November 17–18, 2015.

A number of international speakers addressed the conference, including Attorney-at-Law, Ms. Christine Runnegar, Director of Public Policy at the Internet Society (ISOC), Washington, USA; Ms Acadia Senese, an external legal consultant and Mr Shiva Bissessar, a Cyber Security specialist based in Trinidad & Tobago.

The conference was officially opened by Mr. Julian Robinson, Minister of State in the Ministry of Science Technology Energy and Mining. The UWI Mona Principal, Prof Archibald McDonald and Mr Dennis Chung, CEO of the Private Sector Organisation of Jamaica (PSOJ) also spoke at the event. The lead sponsor was National Commercial Bank. Other sponsors included Jamaica National Building Society and Henlin Gibson Henlin, Attorneys-at-Law.

Initiatives to market the Institution

CARIMAC partnered with the Animation Festival, KingstOOon 2016 and hosted a two day Boot Camp from March 10–11, 2016. It was a precursor to the second staging of the Festival which took place at the Edna Manley College on March 12, 2016.

On January 27, Professor Dunn delivered a lecture to Communication Students in the UTECH Communication Arts Programme entitled, 'The Changing Face of Technology, New Media and Careers'. This lecture was part of an outreach being spearheaded by CARIMAC to build relationships among similar media training programmes in Jamaica and the Caribbean. Professor Dunn also attended and delivered lectures at NCU's Media Week and IUC's Research Day.

On November 19, 2015, CARIMAC staff participated in the Annual General Meeting of the Jamaica Film and TV Association (JAFTA). Ms Yvette Rowe, lecturer at CARIMAC was elected as Vice President of the Association and Basil Jones Jr., CARIMAC's graduate, as Interim President. Numerous other activities of the Association have been taking place with CARIMAC's support.

STUDENT AFFAIRS

Students achievements during 2015–2016, locally and internationally

Two CARIMAC students received awards for outstanding work in Animation at the 2nd Kingstoon Animation Festival held March 12–13

in Kingston. Jeunanne Alkins received two awards for Best Concept and Best Pitch, while Jowayne McFarlane received an award for Best Concept.

Cultural Exchange Programme

Two CARIMAC students, Joel Nomdarkham and Candiece Knight, were selected as part of a delegation that travelled to Costa Rica from May 22 to June 6, 2016. These students were selected based on their leadership/service contribution to the University.

CARIMAC Journalism students, Brian Walker and Kristeena Monteith represented Jamaica at the British Council Future News Journalism Conference in Edinburgh, Scotland from September 4–6, 2015. The conference which was held at the Scottish Parliament, was aimed at inspiring the next generation of world-class journalists. It brought together over 100 delegates from more than 20 countries including Trinidad and Tobago, Egypt, South Africa, India, Russia and Jamaica to interact with, and learn from top international journalists and media professionals.

RESEARCH GRANTS

Livingston White

- A multidisciplinary project, led by the UWI's Department of Microbiology, to study and design interventions for the knowledge, attitudes of physicians and members of the public regarding the use of antibiotics, antibiotic resistance, antibiotic prescribing practices of doctors in Jamaica 2014–2017. Funded by the National Health Fund of Jamaica. Role: Team member in charge of designing communication-based interventions.
- 2016 Jamaica ICT Adoption and Usage Survey (Joint project with OUR and STATIN)

PAPERS PRESENTED AT ACADEMIC CONFERENCES AND SEMINARS

Hopeton Dunn

- June 2016 – “Evolution of ICTs and the Regulatory Environment in the Region” ITU Forum, Brazil.

Anthea Henderson

- September 2015 – “Navigating Childhoods – Children and Media Regulation in the Caribbean” CAMRI Conference, University of Westminster.
- July 2016 – “Rights/Needs? Caribbean Children in the Digital Age” IAMCR Pre-Conference, London School of Economics

Allison Brown

- March 2016 – “The Future of Access to Information for Persons with Disabilities”. Regional Disability Studies Conference.

PUBLIC SERVICE

Hopeton Dunn

- Chairman, Broadcasting Commission of Jamaica
- Chief Judge, Media Excellence Award Panel, Jamaica Broilers Fair Play Awards.
- 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)
- Chairman, National Ecumenical Committee for the Observance of Emancipation from Slavery, Jamaica
- Lay Magistrate and Justice of the Peace (JP) for Kingston.

Livingston White

- Member, Board of Directors of the Ad Council of Jamaica
- Member, Mixed Methods International Research Association (MMIRA)
- Founding member, International Social Marketing Association (ISMA) and a member of the Communication Sub-committee.
- Member, International Association of Media and Communication Research (IAMCR)
- Member, International Communication Association (ICA), USA
- Member, Editorial Board – Social Marketing Quarterly
- Member (founding), Editorial Board – *Journal of Human Communication Studies in the Caribbean*
- Member, Transport Authority Communication working group
- Judge at Press Association of Jamaica Award

Anthea Henderson

- Judge at Press Association of Jamaica Award 2015

Corinne Barnes

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

David Soutar

- Assistant Chief Examiner (Digital Media Production) – Caribbean Examination Council
- Member, Planning Committee for Developing the Caribbean Open Data Conference

Fae Ellington

- Board Director, St. Hugh’s High School
- Board Director, The Chase Fund
- Board Director, Jamaica Information Service
- Member, Jamaica Constabulary Force Staff College Advisory Board
- Board Director, News Talk 93FM
- Board Director, e-learning Jamaica Company Limited.

Olivia Bravo

- Member, Greater August Town Film Project Steering Committee
- Member, Greater August Town Film Festival (GATTFEST) Planning and Marketing Committee

Anthony Frampton

- Judge for the 2016 GATTFEST Film Festival

CONCLUSION

CARIMAC enjoyed a very active and productive year, highlighted by expansion in programme delivery, student numbers and physical resources. These helped to advance the Institute’s strategic goal to become the University’s regional School of Media and Communication.

In all these initiatives CARIMAC was strongly supported by Campus Principal, Professor Archibald McDonald, Campus Registrar, Dr Camille Bell Hutchinson, new Dean, Faculty of Humanities and Education, Professor Waibinte Wariboko and the former Dean, Dr. Swithin Wilmot. We thank them for their active assistance and support. We also thank our students, staff members, colleague Heads of Departments in FHE and other collaborating departments, organizations and sponsors for their co-operation and assistance during the period.