

## CARIBBEAN INSTITUTE OF MEDIA AND COMMUNICATION (CARIMAC)

Drs. Marjan de Bruin, *University of Amsterdam* – **Director**



**T**he Academic Year 2004-2005 was in many respects extremely challenging. The Institute received no funding for operational costs from the University, and had to find \$6.2M in savings and/or (new) annual income. In addition, it had to contribute \$1.7M to UWI's funds. The Department managed to cope with this unusual situation by developing an additional range of income earning activities. This, however, put a temporary halt to several development plans which are urgently needed and can only be resumed in 2005/2006.

Staff and Director spent considerable time and energy in discussing the planned expansion in plant and equipment which is long overdue. The new plans to turn CARIMAC into a full fledged School of Journalism and Communication were presented in February at the Breakfast Meeting of Heads of Media in Jamaica to hear their feedback

Currently, CARIMAC works at 65% of what its intake should be, the demand is there but based on limitations in space the classes have to be smaller than desirable. The Institute related its serious challenges and constraints to the Dean, Principal, and Strategic Transformation Team and produced the relevant documentation for fundraising. The Vice Chancellor received information for international fundraising and lobbying. The Institute is preparing a Business Plan for presentation in the near future.

### **Students – intake and enrolment**

In spite of these challenges, we increased our intake in Undergraduate as well as Graduate programmes. Current Enrollment is: Undergraduate degree: 250; Undergraduate Diploma programme: 12. The MA in Communication Studies: 27. MA in Communication for Social and Behaviour Change: 27. Thirteen (13) candidates are registered for MPhil and PhD programmes. Two PhD and one MPhil student presented their final thesis successfully and will graduate in November.

The total enrollment of all programmes is approximately 330 students. Compared to two years ago these figures represent a growth of over 300%. UWI's Strategic Plan speaks of a target growth of 6.2% per annum.

### **New Courses and Programmes**

In an effort to respond to the changing needs of our constituents we developed and received approval for ten (10) new courses. We also started discussions with Cave Hill Campus about developing a first degree in Media and Communication to be offered at Cave Hill. Discussions on the topic were held with the Chair of the University's Board of Undergraduate Studies, the Dean of the Faculty of Humanities and Education in Cave Hill, the Tertiary Level Training Institutions Unit at Cave Hill, and the Barbados Community College

– BCC. We plan to approach St. Augustine campus in the Academic Year 2005-2006.

CARIMAC is preparing a new MA programme – in *Strategic Communication* – in cooperation with the Department of Management Studies and the Mona School of Business, to be submitted for approval in late 2006. A second new programme – *MA in Journalism* – is being discussed with the local and regional media and communication industry.

### **Students graduating**

In November 2004, 51 students received their first degree in Media and Communication with almost 30 receiving First Class Honours.

### **Staff developments**

Ms. Halthea Hill assisted the Graduate Programme Co-ordinator with administrative duties. Ms. Pat Donald took over from her in May, 2005. Mr. Patrick Prendergast's one year contract as a Teaching Assistant ended in June 2006. Dr. Dunn's second year of secondment with CPTC ended on July 31. Mr. Canute James replaced Dr. Dunn for the second year as Radio Department Co-ordinator. Mr. Craig Duhaney has been helping out in CARIMAC's technical staff, while the Institute is trying to fill one of its vacancies.

CARIMAC organized a qualitative research workshop on the use of software for qualitative research – Atlas.ti – in January 2005. Interested members of staff were enabled to participate without payment; outsiders paid an amount towards covering the costs. Other participants were: MA students, several members of other UWI departments and staff in the Office of the Prime Minister. This pilot project was done in January 2005 and will be repeated, if the demand justifies the costs, in October 2005.

### **Awards**

Three graduates of the Institute received the MSI/CIVJAM/Carter Centre Award for Investigative Journalism.

Print and Online Journalism student Ms. Kerry-Kay McCatty received a scholarship from Jamaica Broilers to pursue a Master's Degree in Journalism at the University of Illinois. She is expected to begin that programme in August, 2005. This was the first of what Jamaica Broilers hopes will be an annual award.

CARIMAC staff, for the third time since the University established its Faculty Award for 'Project Attracting The Most Research Funds', received this Award again in January 2005.

### **Contributions**

Jamaica National Building Society contributed to the new set up of the Multimedia lab.

### **Training and Outreach**

CARIMAC is very much aware of the fact that the advent of globalization and agreements such as the WTO's GATT and similar provisions in the proposed FTAA agreement will open the gates for strong competition from much better financed and bigger competitors in the educational field. That's one of the reasons why the Institute created new programmes which we expect to have an appeal in and beyond the region. One of those is the IABC (International Association of Business Communicators) accreditation programme for Public Relations professionals. This programme was developed in partnership with the local and regional professional associations in this field and started in September 2004. The IABC accreditation is an extremely important qualification, supported by our local professional associations and the highly respected international umbrella organization IABC.

## **UWI 12 and other partners in the region**

CARIMAC has been asked to develop a Regional Communication Strategy for early childhood initiatives in the region (St. Lucia, Grenada, Dominica, St. Vincent and the Grenadines, Trinidad and Tobago), sponsored by the Bernard Van Leer Foundation (BvLF) in The Hague, The Netherlands. The Institute received a one year development grant from BvLF. Partnership with this organization also led to support by two members of staff through facilitating the Regional/Community Radio Project workshops from the Caribbean Support Initiative in Castries, St. Lucia, November 2004.

Nine member states of the Organization of Eastern Caribbean States OECS – Antigua and Barbuda, Dominica, Grenada, Montserrat, St. Kitts and Nevis, St. Lucia, St. Vincent and the Grenadines, Anguilla and the British Virgin Islands – requested training in advocacy and social marketing from CARIMAC. Discussions with OECS in St. Lucia and Antigua led to an agreement for a three month training plan to be implemented in next Academic Year (2005 – 2006).

Through the residential tutor of the British Virgin Islands we received a request for training in Basic Journalism aimed at government officers as well as the private sector in the BVI. In the course of 2004/2005 we undertook a preliminary needs assessment and further implementation of training plans is considered for the Academic Year 2005/2006.

Other training in the region: Between March 30 and April 1, Canute James, Senior Lecturer, was a facilitator at a seminar for newspaper editors on the Caribbean Single Market and Economy. The seminar was organised by the Barbados-based CSME office of the CARICOM Secretariat.

### **Strengthening relationship with the media and communication industry:**

In cooperation with the Mona School of Business, CARIMAC launched a draft Code of Ethics on May 3, 2005 for Jamaican journalists and media organizations.

The Institute organized five industry meetings with senior managers and decision makers in the Jamaican media and communications industries to receive their feedback on CARIMAC's graduates' performance and to be able to respond to unmet training and education needs.

### **Internship**

Students from Radio, TV, Print and Online Journalism, Public Relations and Social Marketing did internships, locally and regionally in Jamaica, in Dominica, Grenada, St. Lucia, St. Vincent and the Grenadines and Trinidad & Tobago, Barbados and New York. Organizations involved were: broadcasting companies, print media organizations (Gleaner, Observer, Sunday Herald, Sky Writings) Government Information Services, Bernard van Leer Foundation's Regional Radio Project, Hope for Children Development, Jamaica Coalition on the Rights of the Child, Woman Inc., Jamaicans for Justice, Sistren Theatre Collective, Dispute Resolution Foundation, Jamaica National Building Society, Jamaica Public Service Company, APSIS, Women's Media Watch, Jamalco, COK, JAMPRO, Jamaica National Building Society, Summerfest Productions, NCB.

The internship proved to be a tremendous learning experience as most of the students were given meaningful projects to work on and came back with a greater appreciation of what was involved in the discipline.

The feedback received was mainly positive, and most of the students were asked to stay on for a further period, some being employed for the entire summer.

### **Research projects, completed**

In its current Strategic Plan the University underlines the need to become "research-active and produce output of the quality demanded by leading academic journals." In this Academic Year

CARIMAC's small staff (six positions) undertook the following research projects, mostly sponsored by staff commissioning agencies:

- **Dr. Nancy Muturi** received a research grant for focus groups and interviews with 'Faith Based Organizations and HIV/AIDS' (currently in progress) – UWI grant US\$10,000.
- **Dr. Muturi** also received US\$2,009 for desk research on World Summit for Information Society (WSIS) Gender Caucus research grant – Gender and ICT's in the Caribbean.
- **Ms. Yvette Rowe** completed a content analysis of popular music video, commissioned by SIRHASC and sponsored by the European Union US\$4,000.
- **Mr. Livingston White** was supported by a small grant (US\$10,000) from the Caribbean Research Health Council (CHRC) in Trinidad and Tobago to investigate 'Communication Strategies to promote behaviour change in HIV/AIDS/STI programmes: a case study of Jamaica 1998 – 2002'. (Completed)
- **Mr. Livingston White** also received a regional research grant (US\$14,000) from PAHO, Barbados to undertake a content analysis on the coverage of health in media. of St. Vincent ad the Grenadines
- **Drs. Marjan de Bruin's** research on 'Jamaican Adolescents and Television watching,' sponsored by Youth.now/ Futures International was completed in June 2005 (US\$21,000).
- **Drs. Marjan de Bruin** coordinated three campus based research projects, financed by HARP/SIRHASC (US\$103,000.00).
- **Ms. Yvette Rowe** has begun work on a project to produce a documentary on the Early Childhood Learning project and provide training in video production for the Hope for Children Foundation. Funding of 30,000 U.S. Dollars, for this has come from the Bernard Van Leer Foundation.

## PRESENTATIONS

- **Bruin de, Marjan** April 28 -30, 2005: 'HIV/AIDS Campaigns in the Caribbean; Media's Positions and Roles.' CBA Regional Conference for Canada and the Caribbean 'Broadcasting and Health', Savannah Hotel, Barbados.
- **Bruin de, Marjan** October 18 and 19, 2004: 'Communication and HIV/AIDS – the need to go beyond traditional media coverage.' Conference Building Bridges, Conference Centre, Kingston, Jamaica. sponsored by USAID.
- **Muturi, Nancy** 'Research, Teaching and Learning Communication for Social and Environmental Change.' Communication for Social and Environmental Change Symposium, University of Guelph. September 14, 2004.
- **Muturi, Nancy** 'Risk Perception and HIV/AIDS Prevention: The Role of Faith-Based organization in the Caribbean.' UWIHARP annual Scientific Conference, Barbados, May6-8, 2005.
- **Muturi, Nancy** 'Implications of sexual violence to women's repro-ductive health in Jamaica: A naturalistic inquiry.' American Public Health Association (APHA), Washington, DC. November 2004.
- **Muturi, Nancy** 'Knowledge, Attitudes and Practices in Preventing Occupational Reproductive Hazards among the Jamaican Men.' Annual American Public Health Association, Washington, DC. November 2004.
- **Muturi, Nancy** Crime, violence and Implications to HIV/AIDS Prevention: Challenges for Behaviour Change Communication for in Jamaica. annual Association of Journalism and Mass Communication (AEJMC), August 4 7, 2004, Toronto, Canada.
- **James, Canute** 'Covering the Single market and Economy,' Workshop for Newspaper Editors on the CARICOM Single Market and Economy. Bridgetown, April 2005.
- **James, Canute** 'Approaches to Investigative Reporting,' Carter Centre Workshop

on Investigative Journalism. Runaway Bay, Jamaica, November 2004.

. • **Rowe, Yvette** 'Sexual Messages in Local Dancehall Music Videos,' at a meeting of Artistes Against Aids, in Kingston on November 23, 2004 and at the National HIV/AIDS Committee retreat in Sandals Runaway Bay December 10<sup>th</sup> 2004.

. • **Prendergast, Patrick** 'Regional Communication as Impact Tool for Rural Development,' Toco Foundation Regional Conference for Radio Broadcasters and Farmers, Toco, Trinidad and Tobago, April 1-3, 2005.

. • **Barnes, Corinne** and **White, Livingston** 'From Killer Disease to HIV/AIDS: A Comparative Analysis of the Reporting on HIV/AIDS in two Jamaican Newspapers' and 'Communication Strategies to Promote Behaviour Change in HIV/AIDS/STI Programmes: A case study of Jamaica 1999-2003' at the working group on HIV/AIDS. International Association of Media and Communication Research (IAMCR) 2005 conference in Taipei, Taiwan, July 26 -28,

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## PUBLICATIONS

### Marjan de Bruin:

#### Books (refereed):

- \* Gender and Newsroom Cultures, Identities at Work, (2004) **Bruin de, Marjan** and Karen Ross (Eds.), Hampton Press, New Jersey (256 pages).

#### Book chapters refereed

- .\* **Bruin de, Marjan** (2005), Gender and professional identity among Caribbean journalists, in: Susanna Hornig Priest, *Impact – Designing Research That Matters*. Rowman & Littlefield Publishers, Oxford, Toronto. Pp. 69 -83.
- .\* **Bruin de, Marjan** (2004) and Karen Ross. Introduction: Identities at Work, in: **Bruin de, Marjan** and Karen Ross (Eds.), *Gender and Newsroom Cultures, Identities at Work*, Hampton Press, New Jersey. (5 pages).
- .\* **Bruin de, Marjan** (2004) Organizational, Professional and Gender Identities – Overlapping, Coinciding and Contradicting Realities, in: **Bruin de, Marjan** and Karen Ross (Eds.), *Gender and Newsroom Cultures, Identities at Work*, Hampton Press, New Jersey. (17 pages)
- .\* **Bruin de, Marjan** (2004) 'Gender Politics and Media Production', in: *Gender in the 21<sup>st</sup> Century, Caribbean Perspectives, Visions and Possibilities*, by Barbara Bailey

and Elsa Leo-Rhynie (Eds.) Ian Randle Publishers, Kingston, Jamaica. Pp. 217 -235.

#### Articles (refereed)

- \* **Muturi, Nancy** (2005). Culture considerations in HIV/AIDS communication and prevention in Kenya. *Journal of Health Communications*, Vol. 10 No. 1, Jan/Feb.

#### Unrefereed publication:

- \* **Bruin de, Marjan, Robinson, Claude**, Draft Code of Practice in conjunction, presented to the Jamaica Press on May 3, 2005.

## PUBLIC SERVICE Marjan de Bruin

- .- Member, organizing committee of CAPNET's international conference on Caribbean Publisher Against HIV/AIDS, May 2005.
- .- Member, Board of Women's Media Watch.

- .- Member, International Council of the International Association for Media and Communication Research (IAMCR).
- .- Chair, 2005 National Awards of the Public Relations Society of Jamaica (PRSJ)
- .- Member, International Editorial Board of Routledge's Academic Journal *Feminist Media Studies*.
- .- Member, Advisory Board of *Critical Arts*, Cultural and Media Studies, University of Natal, Durban, South Africa.

**Livingston White**

- .- Secretary, Fulbright Alumni Association of Jamaica (2003present).
- .- Member, Adjudication Panel for the ITI Actor Boy Awards (2003-2004).



