

# CARIBBEAN SCHOOL OF MEDIA AND COMMUNICATION (CARIMAC)

**Dr Livingston A. White, Ph.D – Director**



## INTRODUCTION

**D**uring the academic year 2018 to 2019 following meetings with the staff, CARIMAC finalized its strategic plan as part of the University's Triple A strategy. Forty-three initiatives were proposed, relating to Access, Alignment and Agility. Of that number, we have achieved 14. Another 17 are in progress as we continue discussions with the relevant stakeholders. Twelve initiatives have been halted or delayed.

One major initiative that will support the achievement of other strategic objectives is the renovation and expansion of the CARIMAC main building and CARIMAC Annexes. We have begun discussions with the Campus Projects Office about a plan that will involve upgrading of the TV, Radio and REU studios and the transformation of classrooms into smart rooms. An addition of first floors is being proposed for both the CARIMAC main and Annex 2 buildings. Those first floors will include computer labs, flexible teaching spaces, staff lounge and bathrooms.

Before pursuing that major renovation, CARIMAC is currently refurbishing a space in Annex 2 that will eventually become a lab for animation drawing tablets and computers donated by the Youth Employment in the Digital and Animation Industries (YEDAI) project. This project is funded by the World Bank and the Korean Trust Fund and implemented by the Office of the Prime Minister of Jamaica. CARIMAC WJC will also receive some of the donated animation equipment and a space is being renovated at that location to accommodate these devices. The renovations will also allow CARIMAC to significantly increase its student numbers at the undergraduate and graduate levels.

## TEACHING

CARIMAC's offering of the following five Undergraduate and three Graduate programmes was delivered as expected.

**Undergraduate Programmes**

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

**Graduate Programmes**

- MA Communication for Social and Behaviour Change
- MA Communication Studies
- MA Integrated Marketing Communication

The Media Management programme, offered at the Masters level in collaboration with the Mona School of Business and Management, is now approved and is expected to be offered in the 2019/2020 academic year.

We continue to strengthen the support system for lecturers to communicate with students and deliver our curriculum more efficiently with the implementation of the following:

- Interns from the Faculty of Science and Technology were employed to ensure adequate technical support in the production courses.
- Discussions were held with Ms. Charmaine McKenzie, Coordinator, Campus Office of Online Learning, regarding CARIMAC's transition to delivering courses using blended teaching methods.
- Regular staff meetings with part-time and full-time members were held to facilitate robust discussions on the proposed changes. The updated Assessment Regulations for the University and the use of online technologies in the classroom were among the topics discussed.
- Acquisition of a Zoom licence enabled the hosting of meetings online for CARIMAC faculty.

Dr. Corinne Barnes and Dr. Nova Gordon-Bell worked with members of the History and Archaeology Department to prepare a new BA degree programme in History and Journalism which will be offered in September 2019.

### Summer School/Special Courses

The School continued the offering of short courses during the summer. The following short courses were offered between June 3 and July 12, 2019.

1. Writing for Public Relations
2. Public Speaking
3. Video Shooting & Editing (Basic)
4. Television Presenting
5. Producing Content for Social Media (Basic and Advanced)
6. Graphic Design (Basic & Advanced)

In an effort to increase access to the programmes that CARIMAC offers, twenty-five undergraduate courses were advertised as part of the 2018/2019 Summer School. Of that number, six courses were offered based on enrollment and student interest.

### RESEARCH

#### CARIMAC Academic Staff Research Seminars 2018/19

CARIMAC continued to host Academic Staff Research Seminars every other Wednesday. The following seminars were held during Semesters I and II.

| Date               | Presenter                                 | Focus                                                                                                                                                                                               |
|--------------------|-------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| September 12, 2018 | Dr. Livingston White                      | The way forward (Semester I)                                                                                                                                                                        |
| September 26, 2018 | Dr. Anthea Henderson<br>Mr. David Soutar  | Dead babies scandal (concluded study)<br>Teaching digital literacy in low resource environment (concluded study)                                                                                    |
| October 10, 2018   | Ms. Rac-Ann Smith<br>Mr. Kingsley Roberts | 'Not Content with the Original' (Image Conference proposal)<br>Social media marketing communication (PhD upgrade preparation)                                                                       |
| October 31, 2018   | Dr. Julie-Ann Grant                       | Managing funding for research (guest presentation). Academics from the communication departments of NCU & UTech joined the session as part of an on-going attempt to promote research collaboration |
| November 14, 2018  | Mr. Alpha Obika<br>Dr. Livingston White   | Diasporic mediascapes and transnational flows (publication proposal)<br>Communicating during public health emergencies: Jamaica's ChikV outbreak (book proposal)                                    |
| January 31, 2019   | Dr. Livingston White                      | The way forward (Semester II)                                                                                                                                                                       |
| February 13, 2019  | Dr. Delroy Chevers                        | Meeting The UWT's publication target (guest presentation)                                                                                                                                           |
| March 13, 2019     | Dr. Kallia Wright                         | Research experience, grant writing and co-authoring (guest presentation)                                                                                                                            |

| Date           | Presenter            | Focus                                                                                  |
|----------------|----------------------|----------------------------------------------------------------------------------------|
| March 27, 2019 | Mr. Alpha Obika      | Communication policy reforms in the Caribbean (PhD defense preparation)                |
|                | Mr. Kingsley Roberts | Social media marketing communication (MPhil upgrade preparation)                       |
| April 10, 2019 | Ms. Jodiann James    | Local government communication effectiveness (MPhil proposal)                          |
|                | Ms. Kareen Guscott   | The viability of online learning in the context of the digital divide (MPhil proposal) |

## CONFERENCES/WORKSHOPS AND TRAINING

### Cyber Security Conference

On November 27 and 28, 2018, CARIMAC hosted the sixth National Cyber Security Conference under the theme “Data Protection Securing Big Data, Understanding Biometrics and Protecting National ID Systems”. The Conference was held at the UWI Regional Headquarters, Mona. Attendees ranged from leaders of financial institutions, business executives, IT specialists, regulators, media practitioners, to academics and researchers.

### Special Seminar for Academic Staff

Dr. Angela Gordon-Stair, head of the Counselling Service at the University’s Health Centre, facilitated a special academic staff seminar in January 2019, on “Faculty as a Helping Resource for Distressed Students”.

### Peter Abrahams Centenary Symposium

CARIMAC, in association with the Department of Literatures in English and the University Library, hosted the Peter Abrahams Centenary Symposium on March 5, 2019 at the Multifunction Room, UWI Main Library. The presenters included Mr. Gary Allen, CEO, RJRGleaner Communications Group; Lord Anthony Gifford, Attorney-at-Law and Dr. Jason Frydman, Associate Professor of English, The City University of New York, USA. The High Commissioner of South Africa to Jamaica, Her Excellency, Ms. Lumka Yengeni gave the opening address. The event was sponsored by the RJRGleaner Communications Group.

### **Facilitation of Professional Development Session for CDEMA**

Dr. Livingston White facilitated a professional development session on “Communicating During Crisis: Delivering Ethical and Effective Messages.” The session was held on April 8, 2019 in Barbados as a precursor to the tenth meeting of the Technical Advisory Committee (TAC) of the Caribbean Disaster Emergency Management Agency (CDEMA).

## **PRESENTATIONS AND PUBLICATIONS**

### **Book Launch**

The launch of *Still on Air: Producing Television in Small Markets* was held on November 21, 2018 which is recognized by the United Nations General Assembly as World Television Day. This book is written by Dr. Livingston White and Ms. Yvette Rowe. They both received the **Principal’s Research Award for Best Research Publication (Book)** in the Faculty of Humanities and Education during the UWI Research Days 2019.

### **Papers Presented**

- Mr. David Soutar presented on the topic “Digital Innovation for Social Good” at the UNDP Social Good Summit held at the Northern Caribbean University (NCU) in October 2018. He also served as a member of the panel for the CAPRI Report Launch and Panel Discussion on the topic “Transparency, Growth and Transformation: Unleashing the Power of Open Government Data”, held at the Terra Nova Hotel.
- Dr. Corinne Barnes presented on the topic “The Role of the Media in Upholding Linguistic Rights” at The World Association for Christian Communication (WACC) global conference in Castries, St. Lucia. The conference that was held February 25 to 27, 2019 had as its theme “Exploring the Intersections between Communication Rights, Linguistic Diversity and Sustainable Development”.
- The 44th Annual Caribbean Studies Association (CSA) conference was held from June 3 to 7, 2019 in Santa Marta, Colombia. CARIMAC lecturers made the following presentations:
  - a. **Mr. Steffon Campbell** presented on “A Caribbean Man’s Analytic Autoethnography of Suicide”.
  - b. **Dr. Alpha Obika** “Diasporic Media Scapes and the Effects of Transnational Flows on the Popular Music of Trinidad and Tobago”.
  - c. **Ms. Yvette Rowe** “Tuned Out: How Gender, Race and Colonialism Muted Una Marson’s Legacy”.

- The World Social Marketing Conference was held in Edinburgh, Scotland from June 4 to 5, 2019. Dr. Livingston White presented a paper titled, “No Scandal: Eliminating Single-Use Plastic Bags Among Jamaican Consumers” which explored the media campaign to support the ban on single-use plastic bags in Jamaica.
- The International Association of Media and Communication Research (IAMCR) Conference was held in Madrid, Spain from July 7 to 11, 2019.
- **Dr Livingston White** presented on “Communicating During Public Health Emergencies: The 2014 Chikungunya Outbreak in Jamaica”.
- **Dr. Alpha Obika** presented on “Postcolonial Governmentality of Communication: Theorizing ICT Governance in a Caribbean context”.

## OUTREACH ACTIVITIES

Over the year CARIMAC organized the following public events that involved the participation of students:

### **Mona WJC Seminar**

On Friday October 19, 2018, CARIMAC WJC, hosted Mr. Byron Harmon, Vice President, WNYW Fox5 News, who delivered a lecture on “Creating News for Today’s Media Market”. A small group from CARIMAC, Mona, attended that lecture.

### **Game Design Hackathon**

This inaugural event was held from January 25–27, 2019 in the CARIMAC Annex II lecture room and involved the CARIMAC lecturers, who provided mentorship to the participants who showcased their talent.

### **UWI Research Days**

CARIMAC students and staff were actively involved in the Campus Research Days activities, held February 6–8, 2019. One of the displays took the form of a mini cinema where short films produced by CARIMAC’s Film Production and Animation students were shown.

### **Film Rush 2019**

“Film Rush”, an annual Film workshop, was held from March 8–10, 2019 in CARIMAC Annex II. This event is a joint venture between CARIMAC and Frame of Reference, a Post Production facility in Kingston. This activity exposed high school students to different areas of film production. Filmmaker, Mr. Gerald Hynes, conducted a workshop for the participants on Friday, March 8 after which the teams

wrote, shot and edited their films. A screening and an award ceremony was held on Sunday, March 10.

#### **CARIMAC Internship Orientation and Job Fair**

The annual student job fair was held on April 5, 2019. This activity is a component of the final year IMC students' course work. It is geared at enhancing the professional skills of level 3 students and also gives them an opportunity to meet potential employers. Some students were able to acquire jobs during this activity. Earlier that day, students at level 2 were engaged in an orientation session to prepare them for their internship.

#### **KINGSTOON 2019**

KingstOOOn 2019 was hosted by the World Bank YEDAI project at the University of Technology, Jamaica (UTech) from Friday, April 5 to Sunday, April 7, 2019. CARIMAC Animation students participated in the event. The School contributed by awarding scholarships to the winners for the categories Best Storyboard, Best Character Design, Best Caribbean Short Film, Best Concept, Best Student Film, and the winner of the Pitch Development Boot Camp Competition. The winners were given the opportunity to pursue a CARIMAC Summer Short Course.

CARIMAC lecturer, Mrs. Chevonnese Chevers Whyte, was among the panelists in the discussion on "Animation Education in Jamaica and Trinidad and Tobago" and part-time lecturer, Mr. Kori Thompson, conducted the workshop on "How to Make it in the World of Freelancing".

#### **CARIMAC CAPE Communication Studies Revision Seminars**

The 4th installment of the CAPE Communication Studies seminars was held on April 13 and 27, 2019. Approximately 600 high school students from across the island attended the 2-day event. The use of an online registration system was helpful in the organization of the sessions. The Faculty Office supported the event by allocating additional rooms for the sessions. Dr. Rosemarie Heath, the FHE Associate Dean in charge of outreach and marketing coordinated a display promoting the Faculty's programmes.

#### **CARIMAC OPEN WEEK 2019**

CARIMAC hosted another successful Open Week from April 15 to 18, 2019, showcasing the work of the students at the School. The following events took place:

#### **CARIMAC Student Network (CSN7) & CINEMAC**

On Monday, April 15, between 1:00 and 3:00 pm the final year group of Animation,

Film Production as well as the IMC students, participated in the first events of CARIMAC Open Week. Between 6:00 and 8:00 pm the CARIMAC Student Network (CSN7), a group of Television Journalism and IMC students, presented their final year television journalism projects.

#### **Mental Wellness Seminar**

The IMC final year students at CARIMAC Mona Western Jamaica campus staged a Mental Wellness Seminar as part of the Open Week activities. Motivational speaker, Ms. Krystal Tomlinson, gave the keynote address.

#### **CARIMAC Distinguished Lecture**

The 9th Annual CARIMAC Aggrey Brown Distinguished Lecture was held on April 17, 2019 at 6:00 p.m., at the CARIMAC Annex II building. The lecture was presented by CARIMAC graduate, Dr. Ellen Campbell Grizzle, who is now Associate Professor at the University of Technology (UTech). The lecture was titled “The Politics of Health Communication”.

#### **Top Radio Documentaries**

On Thursday, April 18, the top two documentaries produced by the Journalism students were presented to an audience of media practitioners, business people and students. The documentaries titled, *Long Live Free Grenada* and *Rasta Revelation*, produced by Trellona Charles and Kimeisha Ellis, respectively, were well received and the students were commended for their efforts.

#### **Launch of DIGI TIMES 2019**

CARIMAC launched the 2019 edition of the annual student publication, *CARIMAC TIMES*, as *DIGI Times*, in a special ceremony at CARIMAC Annex II building on April 18, 2019. The event included a panel discussion on “Journalism and the Changing Digital Media Landscape” with panelists Mr. Tyrone Reid and Mrs. Kalilah Reynolds of Nationwide News Network, Mr. Damion Mitchell of the RJRGleaner Communications Group and Ms. Kelly Silvera of CVM Television.

### **PARTNERSHIPS/COLLABORATIONS**

#### **MOU between CARIMAC AND Phase Three Productions**

As part of Phase Three Productions’ 35th anniversary celebrations, that entity signed an MOU with CARIMAC that will see Phase Three Productions allocating J\$500,000 toward an internship programme for CARIMAC students over the next five years.



**STAFF MATTERS**

- 1 Following Mr. Mel Blake's retirement, Mr. Alistaire McLaren was appointed Information Technology (IT) Officer effective August 2018.
- 2 Dr. Livingston White was appointed Director of CARIMAC effective August 2018.
- 3 Mrs. Tanneice Ellis, Senior Administrative Assistant, completed her MA in Higher Education Management (Distinction) and graduated in November 2018. In that same month she also attended the 2018 Accessible Americas Conference in Montego Bay.
- 4 Mr. Kwasi Tinglin assumed the position of Senior Network Technologist in December 2018.
- 5 Ms. Sheree Austin, Administrative Assistant, completed the BSc. in Gender and Development Studies and Minor in Human Resource Development. She graduated in November 2018.
- 6 Miss Jayécinth Gordon, Research Assistant, completed the MA in Communication Studies and graduated in November 2018.
- 7 Dr. Nova Gordon-Bell assumed the position of Lecturer effective January 2019.
- 8 Miss Nardalee Powis, Administrative Assistant, Graduate Programmes resigned effective April 25, 2019.
- 9 Mr. Alpha Obika completed his PhD Oral Examination in June 2019.
- 10 Dr. Anthea Henderson went on sick leave for Semester II, Academic Year 2018/2019. She resumed duties in August 2019. Dr. White, Dr. Gordon-Bell and Dr. Obika covered her teaching responsibilities with the assistance of graduate level students who conducted some of the tutorials to which she had been assigned.

**CONCLUSION**

CARIMAC remains committed to supporting the development of the Faculty of Humanities and Education. We continue to work closely with the various departments to ensure we offer exciting and relevant academic programmes. We thank the Dean, Faculty of Humanities and Education, Professor Waibinte Wariboko, Deputy Deans, Heads of Departments and all our colleagues in the FHE for the support they have given us during the 2018/19 academic period. We look forward to continue working together to achieve our strategic objectives.