

CARIBBEAN INSTITUTE OF MEDIA AND COMMUNICATION (CARIMAC)



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

OVERVIEW

CARIMAC has enjoyed a very successful academic year 2013–2014, marked by growth in student numbers, curriculum expansion and institutional reform. During the academic year, CARIMAC continued to engage in a wide range of academic, professional and public-interest activities that have raised the profile of the Institute, the Faculty and the University, and improved the morale and output of our staff and students.

Operating under a mandate for institutional reform towards the creation of the Caribbean School of Media and Communication, despite challenges, the Institute made important strategic gains towards institutional reform and in improving teaching and learning. CARIMAC obtained Campus approval for four new Degree Programmes, four new posts, acquired additional space for teaching and expanded our WJC presence.

WORK OF THE DEPARTMENT

Existing Programmes

Up to 2012–2013 CARIMAC offered three Undergraduate programmes: BA Integrated Marketing Communication, BA Journalism and BA Digital Media Production (WJC). We also offered two Graduate programmes: MA in Communication Studies and MA in Communication for Social and Behaviour Change. Qualified students may also pursue the MPhil/PhD programmes as part of our graduate programmes. We also offered certificate programmes in Animation, Technology-related courses and career development skills for the media sector.

New Programmes

During the academic year 2013–2014, the following four new programmes were approved: BFA Animation and BFA Film Production and at the Masters level: Integrated Marketing Communication and Media Management (in association with MSBM). These programmes will be introduced in 2015. A fifth programme: MA Emerging Media is in the final stages of internal preparation for submission. All of the new programmes will be self-financing, including, for the first time, undergraduate programmes in Film and in Animation.

Diploma Programme

The long standing CARIMAC Diploma Programme was not offered during this academic year because it was being considered for review, to fit into the new undergraduate curriculum. It is however, expected to be offered again in the 2014/2015 academic year. It will continue to be offered with new marketing initiatives both in Jamaica and in the Eastern Caribbean region.

CARIMAC Animation Programme

In the year under review CARIMAC facilitated the growth of the Animation sector in Jamaica and the Caribbean by enrolling new certificate students in our “Animate Jamaica” programme offered at both

Mona and WJC. The programme in 2D Animation is the first of its kind in the region.

The Institute had the graduation ceremony for its first cohort on February 8, 2014 for the Mona Campus group and February 13, 2014 for the WJC group. A total of 43 students graduated.

A second cohort of 45 students (25 at Mona and 20 at WJC), was enrolled and has since completed their studies. This now brings to 88 the total number of students expected to graduate in 2014 from this programme. A further 20 Animation students will be enrolled in a new 3D Animation course at CARIMAC during the latter part of 2014. The Institute will also introduce, for the first time, a course in Game Design and Development, with the prospect of this becoming a minor.

Staff Movements

In the year under review, there were only a few staff changes. Dr. Canute James concluded his post retirement contract and joined the Institute's part-time staff 2014–2015. Mr. Joseph Martin, Administrative Assistant in the Graduate Programmes Unit resigned.

Workshops and Training Courses

In January 2013, the Institute delivered video production training to seven (7) representatives of the Rastafarian and Maroon communities in the second phase of the World Intellectual Property Organization's Creative Heritage Project on Cultural Documentation and Intellectual Property Management of Indigenous and Local Communities. This training was done in collaboration with the Jamaica Intellectual Property Office and led by CARIMAC's part-time lecturer, Mr. Franklyn St. Juste.

Mona ICT Policy Centre

As part of an agreement between MSBM and CARIMAC, the Mona ICT Policy Centre (MICT) will be transferred from MSBM to CARIMAC

by January 2015. This will further enhance CARIMAC's capacity for ICT research and outreach. Arrangements for this transition progressed successfully during the year under review.

Logistics Hub 101 Seminar

CARIMAC hosted a three-hour training session on the Logistics Hub and its projected needs in Communications and ICT. The seminar presentations were led by the Ministry of Industry, Investment and Commerce, in association with the Caribbean Maritime Institute. It was held on Thursday, February 13, 2014 in CARIMAC's main building. The presentation was well received. Students showed keen interest in the potential of this major national project to offer new career options for them and their peers.

ArtUpDown Town

As part of its public outreach and support for development of downtown Kingston, the Institute participated in a project developed with Studio 174 on West Street. The Institute's Director, Professor Dunn, and its long-standing video production lecturer, Mr. Franklyn St. Juste, participated in the official opening and exhibition held on Friday, February 14, 2014. CARIMAC awarded one scholarship to a member of the West Street project, to participate in our Animation Programme – 'Animate Jamaica'. A group of nine CARIMAC students also worked with the ArtUpDown Town project for several months and presented a video production at the event. This collaboration is expected to be a continuing feature of our outreach and Internship Programmes.

Distinguished Lectures

CARIMAC's final year Integrated Marketing Communication students hosted the fourth annual Aggrey Brown Memorial Lecture on April 10, 2014 in an impressive ceremony at the UWI Undercroft. The lecture was held under the theme, "*Media and Tourism: A Fi Wi Business*" and the Guest Speaker was Mrs. Evelyn Smith, then President, Jamaica

Hotel and Tourist Association. In attendance were Suzanne Francis Brown, Professor Brown's widow, leaders of the tourism sector nationally and senior UWI and CARIMAC staff.

The Tourism Village created by students on the adjacent lawns to the Undercroft had over 10 exhibitors displaying tourism products in tents. This gave the event an exciting and entrepreneurial appeal. Presiding at the launch of the event was the Spanish Ambassador, Her Excellency Mrs. Celsa Nuño, as well as Mr. Joel Nomdarkham, the Prime Minister's Youth Awards Nominee for 2013.

Launch of the Arnold Foote Foundation Scholarship

The local firm, Advertising and Marketing Jamaica Limited partnered with CARIMAC under the terms of a Memorandum of Understanding to launch the Arnold Foote Foundation Scholarship at CARIMAC on April 14, 2014. Three scholarships totaling \$1,050,000.00 were awarded to CARIMAC students.

CARIMAC Open Week 2014

CARIMAC's Open Week was successfully held during the week starting April 28, 2014. This is an annual event which showcases the most outstanding work of the final year students and the research output of the Institute.

Several industry leaders in media, PR and Marketing attended and addressed current students or reviewed student productions.

CARIMAC Times 2014

One highlight of CARIMAC Open Week was the May 1 launch of CARIMAC Times 2014, produced by the final year students interested in a print media career. External reviewers felt that the high quality of this year's magazine was an indication of the ability of students to perform at industry professional levels. The launch, which was held under the theme '*RENOVATTO*', took place on the lawns of CARIMAC

with six (6) major display booths by outside exhibitors and a live radio outside broadcast. The guest speaker was Mr. David Mullings, CEO and founder of RealVibez Group and co-founder of Keystone Augusta. The event was very successful.

CARIMAC WJC

CARIMAC's programmes at WJC continue to represent the Faculty's major contribution to the offerings at the Western Campus. In the absence (on leave) of Mr. Patrick Prendergast, temporary co-ordinator, Mr. Steffon Campbell continued to manage CARIMAC's programmes there with active guidance from the WJC Campus Director, Dr. Luz Longworth, and CARIMAC's Director. Two degree programmes are offered there, Integrated Marketing Communication (IMC) and Digital Media Production (DMP).

There continues to be significant progress. Many successful public events were hosted by CARIMAC WJC. In addition, four of the 13 awards for academic achievement (performance) in the Faculty of Humanities and Education went to CARIMAC WJC students. The CARIMAC WJC Communication Analysis and Planning (CAP) class of 2014 embarked on a project titled *'Parenting in Childhood'* geared specifically towards young parents between the ages of 12 and 17. The team conducted baseline research at the Women's Centre of Jamaica Foundation, Montego Bay and focused on teen mothers.

On March 11 and 18 respectively, the WJC CAP team hosted two practical and motivational workshops at the Women's Centre to empower and educate teenage mothers. A closing ceremony was held on March 26, 2014 in Montego Bay. The participants, along with various stakeholders, were in attendance. The *'Parenting Begins with Children'* handbook was printed and distributed to all 25 mothers who participated in the *'Parenting in Childhood' Project*. This is a full colour 32-page note book size guide.

Staff Research and Publications

Deliberate efforts are underway to increase the output of academic research and publications at CARIMAC. A series of seminars led by the Director were held in-house to stimulate output. In 2013/14 the academic staff made fourteen (14) academic presentations at conferences and completed eleven (11) published works. This was a significant improvement on the preceding year, and comes in the context of a sustained effort to drive upwards both the quantity and quality of research publications out of CARIMAC.

In the 2014 Research Day Awards, CARIMAC's Lecturer, Dr. Livingston White received an award for "Best Research Publication (Journal Article)". This was for an article written on the topic: "Pinch, Leave an Inch and Roll: Applying the Communication-for-Behavioural-Impact (COMBI) Approach to the Promotion of Proper Male Condom Use in Jamaica." The work was co-authored with Lovette Byfield, CARIMAC part-time lecturer, along with Roshane Reid and Sannia Sutherland of the Ministry of Health's National HIV/STI Control Programme. The article was published in a Caribbean Quarterly special issue edited by Corinne Barnes and June Barbour.

Dr White also received the FHE award for "Research Project with the Greatest Business/Economic/Development Impact". The project was a "Report on Climate Change Knowledge, Attitudes and Behavioural Practices Survey in Jamaica". It was commissioned by the PIOJ through World Bank funding and was co-authored with Dr. Maria Protz. Dr. White acknowledged the support he received from a team of CARIMAC staff members.

CARIMAC'S 40TH ANNIVERSARY

In 2013–2014 CARIMAC established a number of sub-committees to assist in its preparation to celebrate its 40th Anniversary in 2014–2015. Planning has been progressing well.

PAPERS PRESENTED AT INTERNATIONAL ACADEMIC CONFERENCES

- **Dunn, Hopeton** (July 16, 2014) “Stuart Hall: The Interventionist and Organic Intellectual” International Association for Media and Communication Research (IAMCR), Hyderabad, India.
- **Dunn, Hopeton** (March 25, 2014). “CARIMAC’s Role in Digital Education” Commonwealth of Learning (COL) Regional Stakeholders’ Meeting, Hyatt Regency Trinidad, Port of Spain.
- **Dunn, Hopeton** (December 14, 2013) “Jamaican Music and the “Click Economy”.
- Global Congress: Open Business Models and the Click Economy: Emerging Artistes and the Digital Future, Cape Town, South Africa.
- **Dunn, Hopeton** (2013) “Something Old, Something New... WikiLeaks, Newspapers, and Conjoint Approaches to Political Exposure.” International Association for Media and Communication Research (IAMCR), Dublin, Ireland.
- **James, Canute** (May 2–3, 2014). “Ethical Journalism as a Tool for Development”. World Press Freedom Day Conference. UNESCO/ International Press Institute/Caribbean Broadcasting Union/Association of Caribbean Media Workers. Kingston, Jamaica.
- **Barnes, Corinne** (2013). “Teaching Journalism in the Age of Social Media: The Jamaican Experience”. International Association for Media and Communication Research (IAMCR) conference in Dublin, Ireland.
- **White, Livingston** and **Leo Douglas** (July 13–16, 2014). “Reducing consumer demand for high-value wildlife products – what social marketing has to offer!” 2014 North America Congress for Conservation Biology (NACCB), Missoula, Montana.
- **Leo Douglas** and **Livingston White** (July 13–16, 2014). “Naming, Blaming, and Framing: What the criminalization of Dominica’s Imperial Parrot teaches us about Conservation Flagships”. 2014 North America Congress for Conservation Biology (NACCB), Missoula, Montana.

- **White, Livingston and Mortilaine Riley** (March 30–April 1). “Learning is a just click away: A case study on the effectiveness of using student response systems (clickers) in higher education”. Turning Technologies 2014 User Conference, Las Vegas, Nevada, USA.
- **White, Livingston** (2014). “Charting the Course of Communication Studies the English-speaking Caribbean: Disciplines, Developments and Future Directions.” Inaugural Human Communication Studies International Conference, Institute of Critical Thinking, University of the West Indies, St. Augustine Campus Port of Spain, Trinidad and Tobago.
- **White L, Cook L, Henderson A, Rowe Y & Barnes C, Bravo O** (June 27–29). “Informing Media Regulatory Issues: Applying Multimethod Approaches” Inaugural Mixed Methods International Research Association, Boston College, Chestnut Hill, MA, USA.
- **McNaughton M, Baker V and Soutar D** (2014) “Code for the Caribbean: Data, APIs, Livestock”. US-Africa Leaders Summit: Africa Open Data Jam – Washington DC, USA.
- **McNaughton M, Baker V and Soutar D** (July 2014). “Code for the Caribbean: Lessons Learnt” Code for All Summit – Berlin, Germany
- **Soutar, D** (April 2014). “Empathy and Failure in Design Research” The Future of Media and Regulation” Kingston, Jamaica.
- **Dunn H, Soutar D, Harrison R** (March 2014). “Animation in Jamaica: 1974 to 2014” EduVision 2014 Conference and Exposition – Montego Bay, Jamaica.
- **Soutar D, Baker V, Walker R, McNaughton M, Daley S** (March 2014). “Code for the Caribbean: Fellowship, Harvest API and CLIP” Code for the Caribbean Demo Day – MSBM, UWI.
- **McNaughton, M.M. Soutar, D.M.G., & Baker, V.** September 2013) “Code for the Caribbean: Design Research” Code for All Summit – San Francisco, USA.

PUBLICATIONS

Chapters in Books

- **Dunn, Leith** and Dunn, Hopeton, (2013). "Women's Rights, Gender and ICTs: Empowering Household Workers In Jamaica", in *Women Right Gender and ICTs: Global Information Society Watch 2013*. Hivos/APC. pp. 54–58.
- **Dunn, Hopeton** (2013). "Something Old, Something New...": WikiLeaks and the Collaborating Newspapers – Exploring the Limits of Conjoint Approaches to Political Exposure in Beyond WikiLeaks: Implications for the Future of Communications, *Journalism and Society*. Benedetta Brevini, Arne Hintz and Patrick McCurdy (Eds). Palgrave MacMillan Publishers Limited, United Kingdom. pp. 85–100.

Articles & Monographs

- **James, C** (2013). Region awaits post-Chavez settlement. Argus Latin American Energy, London.
- **James, Canute** (2013). Dominican Republic insists on Thermal Tender Transparency. Argus Latin America Power Watch. London.
- **Rowe, Y.** (2013) **Vitamin S: Messages, Music and Video – An Analysis of the Sexual Content and Perceptions of Sexuality Communicated in Popular Jamaican Music Videos.** Social and Economic Studies. 62, 227–247.

Posters

- **White L** (2013). "Teaching Caribbean Students to Make the World a Better Place: A Review of CARIMAC's Social Marketing Courses" 3rd World Social Marketing Conference, Toronto, Canada.

Technical Reports

- **White, L. & Bravo, O.** (2013). Communication (IEC Materials) Development Component of the Extended Sexual Safety Initiative Project (August 2010–December 2013). Implemented by the UWI Health Centre and funded by the Ford Foundation. (Member of a Project/Research Team led by Dr. Blossom Anglin-Brown).
- Stewart, P. & **Bravo, O.** (2013). Media and Information Literacy and Intercultural Dialogue at the University of the West Indies. In U. Carlsson & S Hope Culver (Eds.), *MILID Yearbook 2013: Media and Information Literacy and Intercultural Dialogue* (pp. 25–35). Sweden: Nordicom.

INCOME GENERATION

- CARIMAC through a partnership with Egis Eau, a French company specializing in development engineering, has been jointly awarded a two-year contract for the “Implementation of the National Energy Plan Communication and Public Education Programme” by the Ministry of Science, Technology, Energy and Mining. The CARIMAC project team was led by Olivia Bravo.
- CARIMAC successfully completed several commissioned research projects, including that for the Broadcasting Commission of Jamaica and Planning Institute of Jamaica, led by Dr. Livingston White.
- An Environmental Foundation of Jamaica sponsored documentary was completed by CARIMAC. The documentary tells the story of the Foundation’s impact in the areas of Environmental Sustainability, Child Development & Survival.

PUBLIC SERVICE

The Director and Faculty members engaged in a wide range of Public Service activities in the year under review. We continue to serve on a number of Boards and provide career talks to students in various schools, guiding them on options available to them in choosing the right career

path. Our close links with the media industry continued through a range of engagements including UNESCO's Press Freedom Day, ITU Telecom and ICT Day, Annual Journalism Awards activities, among others.

Professor Hopeton Dunn

- Chairman, 60th Anniversary Planning Committee, Queens Preparatory School, Anglican Diocese of Jamaica
- Chairman, Broadcasting Commission of Jamaica,
- Director, Mona ICT Policy Centre, MSBM, UWI
- Chief Judge, Media Excellence Award Panel, Jamaica Broilers Fair Play Awards
- Chief Judge of National Housing Trust Journalism Awards as part of the PAJ National Journalism Awards
- Member, Jamaica Computer Society (JCS) Education Foundation.
- Planning Advisor to IAMCR 2013 Dublin Conference, as Immediate Past Secretary General, International Association for Media and Communications Research (IAMCR)

Dr Canute James

- Member, Project Steering Committee, CSME Public Education Products
- Member, International Advisory Board, the Radio Journal
- Member, Executive Committee, Association of Caribbean Media Workers

Dr Livingston White

- Member, Marketing and Communication Committee of the Foundation for the Development of Caribbean Children (FDCC) based in Barbados
- Member, Ad Council of Jamaica
- Member, Project Advisory Committee of the "Teen360" Virtual Classroom Project on increasing sexual and reproductive health

knowledge among Jamaican young people using Information and Communication Technologies; managed by National Family Planning Board (NFPB) and funded by UNESCO

- Member, of Mixed Methods International Research Association (MMIRA)
- Founding member, International Social Marketing Association (ISMA)
- Member, Association of Educators in Journalism and Mass Communication (AEJMC), USA
- Member, International Association of Mass Communication Research (IAMCR)
- Member, International Communication Association (ICA), USA
- Member, International Association of Business Communicators (IABC)
- Member, Editorial Board – *Social Marketing Quarterly*
- Founding member, Editorial Board – *Journal of Human Communication Studies in the Caribbean*

Corinne Barnes

- Regional Coordinator, Global Media Monitoring Project
- Parent volunteer at the Hillel Academy High School
- Public Speaking classes held at The Eastwood Park Road New Testament Church of God
- Member of the Mentorship Committee of the Eastwood
- Chairperson of the Media Committee of the Eastwood Park Road New Testament Church of God
- Member of the Youth and Christian Education Board of the Eastwood Park Road New Testament Church of God
- Public Relations Officer for the New Testament Church of God in Jamaica

Olivia Bravo

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

Fae Ellington

- Chair of the Board of Directors, Jamaica Cultural Development Commission (JCDC)
- Chair of the Advisory Board for Jamaica Information Service (JIS)
- Board Director, Access to Information Act Tribunal
- Board Member, St. Hugh's High School
- Board Member, E-Learning Jamaica
- Board Member, the CHASE Fund
- Chair of the Advisory Board for the Jamaica Constabulary Force Staff College
- Patron, Clarendon 4-H Club