

CARIBBEAN INSTITUTE OF MEDIA AND COMMUNICATION (CARIMAC)



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

OVERVIEW

This year was another successful one for CARIMAC, in which our 40th Anniversary was observed in style with a wide range of public and academic events. Four new academic programmes were approved. We successfully completed both an Operational Audit and a Quality Assurance Review. The Institute continues to work towards becoming the Caribbean School of Media and Communication (CARIMAC) and to expand its operations both in UWI Mona – Western Jamaica Campus (WJC) and in the wider Caribbean.

WORK OF THE DEPARTMENT

Expansion of Programmes

The Mona ICT Policy Centre (MICT) and its Masters degree programme in Telecommunications Policy and Technology Management (TPM)

were transferred from the Mona School of Business and Management (MSBM) to CARIMAC. The TPM Masters will again be offered in the 2015–2016 academic year.

New Undergraduate Programmes

The new academic programmes which were approved in 2014 are scheduled to be offered in the 2015–2016 academic year. These are the Bachelor of Fine Arts (BFA) in Animation and the Bachelor of Fine Arts (BFA) in Film Production. These programmes mark the first time that the UWI Mona Campus will be offering BFA degrees. These will be offered as self-financing undergraduate programmes, again a first for CARIMAC and the Faculty. In addition, a new computer laboratory and additional classrooms are being equipped to accommodate students in the new programmes.

Graduate Programmes

One of two newly approved Masters degree programmes at CARIMAC, the Master of Arts in Integrated Marketing Communication (IMC), will be offered starting September 2015. The second approved Masters, the MSc. in Media Management, is to be offered in association with MSBM in September 2016.

In late May, CARIMAC hosted a very well attended launch of the IMC programme in preparation for the start of the new programmes at CARIMAC.

Animation Graduation

The Institute continued to lead in the training of young Jamaicans in the art of cartoon animation. A graduation ceremony for its latest cohort of 2D Animation Certificate students saw a total of 15 graduating at WJC earlier this year. The guest speaker at the function was Ms. Carole Beckford, Film Commissioner, Jamaica Promotions Corporation (JAMPRO). The graduating class brings to just over 100, the number of certificate students trained in Animation by CARIMAC over the last

two years. Some of the more qualified among these certificate students sought further education in the new BFA Animation programme at CARIMAC.

CARIMAC Operational Audit

Starting in November 2013, an operational audit of CARIMAC was conducted by the University Audit Department. Auditors worked from a base at CARIMAC over several months to examine all operational systems, accounts, processes and relevant documents. According to their final report, CARIMAC maintained a well-managed and credible operational environment.

CARIMAC Quality Assurance Review

Overlapping the Operational Audit was the Quality Assurance Review (QAR) of CARIMAC, which started one week after the end of the grueling 40th Anniversary celebrations. Nevertheless, the Institute provided the required information, support and cooperation for the QAR, covering the period 2009–2014. While preparations and relevant meetings were held well in advance, the official team visit took place December 1–5, 2014.

The review included the CARIMAC programmes at Mona and at the Western Jamaica Campus. The Review Team, headed by Professor Emeritus Vibert Cambridge, from the School of Media Arts and Studies, Scripps College of Communication, Ohio University, had meetings with various stakeholders, such as employers of graduates, academic, administrative, technical and service staff, students and key UWI management personnel.

The preliminary report from the Team, received in May 2015, indicated, among other things, that CARIMAC has a respected international presence and is actively fashioning undergraduate and postgraduate curricula that respond to Jamaica's and the Caribbean's dynamic communication environment. It sees these activities as being in harmony with the UWI's mission as expressed in the 2012–17 Strategic Plan. The Team supported CARIMAC's strategic goal of becoming a School of

Media and Communication at UWI. They also identified several areas of improvements that require attention. These include a review of the DMP Programme, attention to staff needs and better throughput for graduate students. The Institute submitted its response and an Action Plan has been prepared for review by the Faculty of Humanities and Education Board and the Academic Board.

CARIMAC's 40th Anniversary Celebrations

The Institute celebrated its 40th anniversary in October 2014. The goal was to consolidate the reputation and visibility of the Institute, build its alumni and public support and showcase the new programmes and development at CARIMAC. The Anniversary activities included:

1. A soft launch in June 2014 at the UWI Regional Headquarters.
2. A two-day Academic Conference at CARIMAC UWI Mona Campus, on video game design and technology. Main speakers were Professor Joseph Saulter, Chief Executive Officer of Entertainment Arts Research Inc. in Atlanta and Dr. Gary Liu Vice President of the same organization. The theme of the Conference was 'Changing Game: Designing for Development'.
3. A student-led Homecoming Grill-Off, held on October 18. This competition took place on CARIMAC's lawns, where well-known CARIMAC alumni competed against lecturers and students in sponsored culinary competitions.
4. The 40th Anniversary Church Service and Reception was held on Sunday, October 19, at the University Chapel, and was well attended.
5. Anniversary Cake Cutting Ceremony and Public Forum on Jamaican Music, hosted by CARIMAC students and staff at WJC.
6. The 40th Anniversary Gala Banquet was held to a capacity gathering at the Jamaica Pegasus Hotel on Saturday October 25, 2014. A large number of industry players and alumni attended. The Honorable Obediah Wilchcombe, Minister of Tourism of the Bahamas (and CARIMAC alumnus) was the Guest Speaker.

Scholarships – Arnold Foote Foundation and JMMB

During the year, CARIMAC was able to secure a total of four scholarships for students who were performing excellently but who could not afford their fees. The Arnold Foote Foundation handed over \$350,000 each to three top performing but needy students while JMMB offered one scholarship in the same amount for a total of J\$1.4 M.

Distinguished Lectures

During the year under review, CARIMAC hosted two distinguished lectures as part of its Distinguished Lecture Series. The first one for the year was presented in December 2014 by Professor Vibert Cambridge, from the School of Media Arts and Studies, Scripps College of Communication, Ohio University, USA who was the Quality Assurance Team Leader. He delivered a well received lecture on, “Jamaica inna Guyana: The Jamaican presence in Guyanese musical life during the 20th century”. The Lecture explored the musical connections between Jamaica and Guyana during the 20th century and the consequences of those connections. It reflected on the dynamic impact Jamaican music has had on Guyanese social, cultural, and political life over the past 40 years.

The second lecture was the 5th Annual Aggrey Brown Distinguished Lecture held on April 16, 2015. It was delivered by CARIMAC alumna and part-time lecturer, Mrs. Janet Morrison. Mrs. Morrison, a former student and current part-time lecturer at CARIMAC was also the winner of the BBC Radio Drama competition for 2013. The lecture was on the theme, “Pure Drama: Revisiting the Radio Play”. Both events were very well attended and very well received.

UWI Research Days

The Institute participated in the Campus Research Days activities, February 9–11, 2015 where it had three posters displayed. An information session on Animation was held at CARIMAC Annex II Lab. Approximately 35 persons participated.

WJC Radio Studio

CARIMAC installed a radio studio console at the WJC campus to assist in the delivery of Communications programmes at that campus.

ACADEMIC STAFF MATTERS

CARIMAC's Director, Professor Hopeton Dunn, was among the recipients of the Vice Chancellor's Award for Excellence. His award was in the area of Public Service.

CARIMAC WJC Co-ordinator, Mr. Patrick Prendergast, was appointed Acting Director of The Western Jamaica Campus, for one year, effective May 1, 2015. He is acting for Dr Luz Longworth who was appointed Acting Principal of the Open Campus for one year.

Mr. Steffon Campbell who served as Acting CARIMAC Coordinator at the Western Jamaica Campus while Mr. Patrick Prendergast was on study leave, demitted office at the end of his contract period in July 2015.

Dr Anthea Henderson completed a successful semester engagement as Visiting Lecturer at the Communications Department of the London School of Economics and Political Science (LSE) in London UK.

CARIMAC lecturer, Miss Charmaine Henry, who became ill during Semester 2 of the last academic year, died on July 27, 2015.

STUDENTS AFFAIRS

Governor General's Achievement Awards

CARIMAC student, Joel Nomdarkham, was among the 39 awardees who were honoured for excellence in the fields of volunteerism, education, family and community service at the Governor General's Achievement Awards held at King's House on November 27, 2014.

2nd Annual ArtUp Down Town Exhibition

CARIMAC students participated in the 2nd Annual ArtUp Down Town Exhibition in January, 2015 at Studio 174 on Harbour Street, Kingston. The event featured photography, video and audio pieces produced by Studio 174 and CARIMAC students. Basil Jones Jr., television producer and a recent CARIMAC graduate was among those who led the activities. This community-oriented media training initiative, was implemented in partnership with CARIMAC, and is designed to strengthen community relationships in downtown Kingston and to encourage change leadership through media by empowering Jamaicans from diverse educational and socio-economic backgrounds to work together and tell their own stories.

Radio Production Award: Best Documentary Programme

A Radio Documentary by CARIMAC's final year student, Jessica Mars on '*The Discriminatory Treatment of Black West Indians Serving in the British Forces in World War II*' was played on RJR's Beyond the Headlines Programme on November 11, 2014. She was also interviewed by the Programme host, Mrs. Dionne Jackson Miller.

Valedictorian for the UWI 2014 Graduating Class

CARIMAC's first class honours graduate, Miss Shantayae Grant was one of the 2014 Valedictorians for the UWI graduation exercise. Shantayae, who graduated with a BA in Integrated Marketing Communication (IMC) did her colleagues and CARIMAC proud with an excellent valedictory address. She received the highest overall GPA average within the Faculty of Humanities and Education during that year.

REFEREED RESEARCH BASED/SCHOLARLY PUBLICATIONS

Journal Articles

H.S. Dunn, Imperial Foundations of 20th-Century Media Systems in the Caribbean, in *Critical Arts: Media and Empire in the 20th Century*,

Special Issue, Volume 28, Issue 6, December 2014, Routledge-Taylor Francis Group, UK (2014):938-957.

L.A. White, Charting the Course of Communication Studies in the English-speaking Caribbean: Disciplines, Developments and Future Directions. *Journal of Human Communication Studies in the Caribbean*, Special Theme – Celebrating the Caribbean in Communication, Culture and Community, Vol 1, # 1, (2015):10–20

M.M., McNaughton, **D.M.G., Soutar**, *Agricultural Open Data in the Caribbean: Institutional perceptions, key issues and opportunities*. Published by the Technical Centre for Agriculture and Rural Cooperation ACP-EU (CTA) (2015). 22 Pages.

D. Robinson, M.M McNaughton, **D.M.G. Soutar**, V. Baker, *Code for the Caribbean: A Case Study*. Published by Code for All. (2014). 26 pages

Book Chapter

Hope, D. & **White, L.A.** (2015). “Your name ah mention: A Content Analysis of Media Coverage of Popular Jamaican Music Feuds 1970-2010” in Hope, D. (ed) *Reggae from Yaad – Traditional and emerging themes in Jamaican popular music*. (pp. 100-126). Kingston: Ian Randle.

Professor Hopeton Dunn, Ricardo Williams, Sheena Johnson-Brown, “Promoting Media Literacy in Jamaican Schools, in *Global Citizenship in a Digital World*, Sherri Hope Culver and Paulette Kerr (Eds). International Clearinghouse on Children, Youth and Media, Nordicom, University of Gothenburg. 2014 229–244

PAPERS PRESENTED AT ACADEMIC CONFERENCES AND SEMINARS

Dunn, H.S. (August 2015) “Update on New Academic Programmes and Institutional Reforms at CARIMAC” – Presented at the Caribbean Broadcasting Union’s 45th Annual General Assembly held at the Royal Torarica Hotel in Paramaribo, Suriname.

White, L.A. (March 2015) “Exploring the need for a mixed methods approach to ascertaining antibiotic prescribing practices among Jamaican medical practitioners.” Presented at the 2015 Mixed Methods Regional Caribbean Conference held in Kingston, Jamaica, March 12–13, 2015. (Co-authored with Nicholson, A; Tennant, I; Cook, L; Richards, L; Barnett, J; Johnson, S; Thoms-Rodriguez, C; Thompson, T and Scarlett Campbell, K.)

Soutar, D M (August 2014) “Code for the Caribbean: Data, APIs, Livestock” Presented at the US-Africa Leaders Summit, Africa Open Data Jam – Washington DC, USA (Co-authored with McNaughton, M.M., & Baker,V)

Soutar, D M (May 2015) “Towards a Data Driven Agriculture Industry in the Caribbean” Presented at 1) The World Summit on the Information Society – Geneva, Switzerland 2) International Open Data Conference - Quibec, Canada 3) Emerge 2015: eGov Summit – Miami, Florida. (Co-authored with McNaughton, M.M.)

Soutar, D M (March 2015) – “Designing Better Experiences” Presented at conference for Developing the Caribbean Open Data, Kingston, Jamaica.

RESEARCH GRANTS

Proposals done individually or as part of a team resulted in the following grants:

Dunn, H

Review of Legal and Regulatory Frameworks and Current Sector Trends covering the countries of Trinidad and Tobago, Barbados, Jamaica and the Dominican Republic. (Component 2 of the Broadband infrastructure Inventory and Public Awareness in the Caribbean (BIIPAC) Project, Tranche A). Funded by the Caribbean Association of National Telecommunications Organizations (CANTO) in association with the Inter-American Development Bank (IDB). January 2015.

White, L

A Multidisciplinary Project 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.

Dunn, H and Bravo, O

Communication and Public Education Programme for the Energy Security and Enhancement Project. Funded by the Ministry of Science, Technology, Energy and Mining in the Government of Jamaica (March 2013–February 2015) Roles: Project Director and Project Manager.

PUBLIC SERVICE

Professor Hopeton Dunn

- Chief Judge of new Journalism Awards Scheme hosted by the National Housing Trust in association with the Press Association of Jamaica, for Sustained Coverage of Housing and Infrastructure Issues in Jamaica.
- Chairman, Broadcasting Commission of Jamaica,
- Member, Jamaica Computer Society (JCS) Education Foundation.
- Chief Judge, Media Excellence Award Panel, Jamaica Broilers Group.
- Chairman, Advisory Committee, Media Technology Institute (MTI), a division of the Creative Production and Training Centre (CPTC).
- Member, Advisory Committee, Jamaica Press Institute (JPI), a division of the Press Association of Jamaica (PAJ)
- Member, Task Force on Global Media Policy, International Association for Media and Communication Research (IAMCR)
- Board Member, Jamaica National Commission for UNESCO

- Member of the General Council and Chair of the Graduate Studies and Research Committee of the International University of the Caribbean (IUC)
- Member, National Ecumenical Committee for the Observance of Emancipation from Slavery, Jamaica
- Member, International Council, International Association for Media and Communication Research, IAMCR.
- Lay Magistrate and Justice of the Peace (JP) for Kingston, appointed by the Governor General of Jamaica.

Dr. Corinne Barnes

- Member of the Editorial Board – *Journal of Human Communication Studies in the Caribbean*
- Public Relations Officer, New Testament Church of God in Jamaica
- Member, Mixed Methods International Research Association (MMIRA)
- Member, Parent/Teachers Association, Hillel Academy
- Member, Panel of Judges of the annual Press Association of Jamaica Journalism Awards

Dr. Livingston White

- Member, Board of Directors of the Ad Council of Jamaica
- Member of the 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, Mixed Methods International Research Association (MMIRA)
- Founding member of 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 (founding) of the Editorial Board – *Journal of Human Communication Studies in the Caribbean*

Ms. Fae Ellington

- Member, Access to Information Appeal Tribunal,
- Member, e-learning Jamaica Company Limited
- Board Director, The Chase Fund,
- Director, Jamaica Information Service
- Member, Jamaica Constabulary Force Staff College Advisory Board.

Miss Olivia Bravo

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

Mr. David Soutar

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