

CARIBBEAN INSTITUTE OF MEDIA AND COMMUNICATION (CARIMAC)



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

INTRODUCTION

The academic year 2016/2017 saw further enrichment and progress to the wide range of academic, professional and public-interest activities which enhanced the profile of the Institute and the University in general.

INSTITUTIONAL REFORM

With the development of an extensive Strategic Plan and our focus on institutional reform, CARIMAC was able to gain approval for the transition of the Caribbean Institute of Media and Communication to become the restructured Caribbean School of Media and Communication (CARIMAC). With this important milestone accomplished, CARIMAC's journey, which started in 1974, will continue towards further improving teaching, learning and research outcomes.

WORK OF THE DEPARTMENT

We organized several public and student-involvement events during the year.

UWI Research Days

CARIMAC participated in the Campus 2017 Research Days held February 1–3, 2017. The School hosted visiting high school students and operated a booth in the Research Village focusing on Media and Entrepreneurship.

Ph.D. Seminar – Alpha Obika and Nadine McLeod

In March, CARIMAC hosted the Ph.D. Communication Studies Graduate Seminar presentation for Mr. Alpha Obika. He presented on the topic, “*Communication Policy Reforms in the Caribbean: Media Governance Strategies in Jamaica and Trinidad and Tobago*”. The School also hosted a similar event in April for Nadine McLeod. She presented on “*Investigating the Comprehension of Radio News among Monolingual Creole Speakers*”.

CARIMAC Kickstart Careers

During March, CARIMAC, with a team of its Integrated Marketing Communication (IMC) third year students hosted the Kickstart Careers Seminar series, the first of a two-pronged career-readiness programme for third year CARIMAC students who are about to enter the world of work. This was done in association with UWI’s Placement and Career Services at Mona. This annual career enhancement and networking experience provides our third year students with opportunities to learn job-critical skills from industry leaders, gain useful perspectives on professional self-presentation for today’s marketplace, and practice soft skills considered valuable in corporate circles. Sessions included portfolio preparation and presentation, curriculum vitae and resume writing, formal dining, attire and self-presentation. The second related activity was a Job Fair, bringing together students and prospective employers. This took place on April 7.

CAPE Communication Studies Revision Seminars

As part of its public outreach programme, CARIMAC hosted the 2nd Annual Cape Communication Studies Revision Seminar series for three Saturdays – April 22, 29 and May 6 from 9:00 a.m. to 3:00 p.m. at the Annex II Building. The event was attended by hundreds of students from all major Corporate Area and some rural high schools. Teaching was led by CARIMAC staff and outstanding former students who now teach in the high school system. Topics covered included, ‘*Acing the Long Paper*’ and ‘*Gaining Maximum Marks for all Modules*’. Overall, the feedback from students was excellent.

CARIMAC OPEN WEEK

During the first two weeks of April, CARIMAC observed its annual CARIMAC Open Week Activities, which included the following:

CARIMAC Student Network (CSN7)

CSN7 is a new on-line electronic media channel which was launched in April 2015 by a group of final year students from the IMC, Journalism and DMP programmes. This year’s event called “*The Best of CSN7*”, was held on April 10 and saw several news items and features by the students being shown to a public audience. The four main presenters who were selected to showcase their reports were: Evan Dixon, Omar Samuels, Chester Jones and Brittany Brown.

WJC Annual CARIMAC Lecture

The UWI Mona WJC Annual Public Lecture took place on April 11. The topic, “*Get it together: The Role of Media in Caribbean Integration*” was presented by Trinidad and Tobago-based media owner and retired businessman, Mr. Ken Gordon. As is customary, the Director of CARIMAC provided a response to the lecture. The event, attended by students, staff and members of the Western Jamaica community, was well received.

CARIMAC Distinguished Lecture

The 7th Annual CARIMAC Aggrey Brown Distinguished Lecture was held on April 12 under the theme, '*What These Eyes Have Seen: Reflections on Key Issues in Journalism and Public Relations*'. This lecture was presented by Mr. Michael 'Mike' Jarrett, Author, Journalist and Public Relations Strategist. The event was attended by a large number of members of the media and communication fraternity and students.

Top Radio Documentaries

On Thursday, April 13, the top two documentaries produced by the Journalism students were presented to an audience of media practitioners, business people and students. The documentaries entitled, '*Pandemonium*' and '*Striking Out*' were well received and the students were commended for their efforts.

Launch of CARIMAC TIMES 2017

This year's edition of the annual student publication, *CARIMAC TIMES*, was launched in a special ceremony on the School's lawns on April 13. The event was organized by a group of final-year Journalism students. The Guest Speaker was Hon. Floyd Green, Minister of State in the Ministry of Education, Youth and Information. The event was followed by the end of year social which saw staff, first and second year students celebrating their finalizing colleagues.

Part-time Staff Luncheon

CARIMAC's Director, Professor Hopeton Dunn, hosted the first ever part-time staff luncheon on May 18 at the Mona Visitors Lodge. Professor Dunn brought the over 70 (present and former) adjunct lecturers up to date on the institution's growth and development, especially regarding plans for the transition from the Caribbean Institute of Media and Communication to the Caribbean School of Media and Communication. The event was enthusiastically received and valued feedback provided to assist the School going forward.

Special Guest Visits

Representatives from the Caribbean Development Bank (CDB) visited the Institute during March with a view of discussing student internships for the Community Disaster Risk Reduction Fund (CDRRF), a multi-donor trust fund established by CDB.

A representative from Lincoln University in the US visited in March regarding collaborative relations between the two Communications Departments.

Professor Julian Henriques, Head of the Communications Department of Goldsmiths University of London visited CARIMAC for discussions with the Director on research and institutional collaboration.

Diploma Programme

Review of the long standing CARIMAC Diploma Programme was conducted and it was decided that it would be offered at the UWI Mona Western Jamaica Campus instead of at Mona as an introduction to the Journalism programme at that Campus, starting in January 2018.

OTHER SPECIAL EVENTS

Entrepreneurship & Innovation Seminar

On Saturday, January 21, twenty (20) CARIMAC students were sponsored to attend a seminar on *Entrepreneurship and Innovation* hosted by the Jamaica Chamber of Commerce at the Courtleigh Auditorium. The lead presenter was Mr. Thione Niang, Social Entrepreneur, Youth Advocate, Motivational Speaker and former Youth Advisor to US President Barrack Obama.

CDB Research Project

Professor Hopeton Dunn visited St. Lucia (in February & March) to participate in meetings and interviews related to the Caribbean Development Bank's (CDB) Special Project on Caribbean Productivity and Growth

Agenda. The study is intended to assist the Bank and its borrowing member countries “to reformulate growth strategies by providing practical recommendations to governments and other key stakeholders”. Professor Dunn’s part of the study was on Information and Communications Technology (ICT) and Caribbean Development, to include the development role of Micro, Small and Medium-sized Enterprises (MSMEs). The overall report with five other thematic areas was released on the CDB website and will be further published by the Bank.

Participation in the Investigative Journalism Workshop at Jewel Paradise Cove

The National Integrity Action (NIA) hosted a 3-day seminar on Investigative Journalism held at Jewel Paradise Cove, March 17–19. Professor Hopeton Dunn attended the function and participated in the opening workshop. Miss Fae Ellington, Board Member of the National Integrity Action (NIA) served as an assessor for some group work.

Participation in the UTECH Conference

Administrative Co-ordinator for CARIMAC’s Graduate Programmes, Ms Nathanee Martin, represented CARIMAC at a UTECH Conference held at Jamaica Conference Centre on March 21 on the theme, “Human Resources Management and Information Technology”. Her presentation, as a panel speaker, was on “*Use of Cloud Technology in HR and Personnel Recruitment*”. It was well received.

Faculty of Humanities & Education (FHE) Distinguished Lecture

CARIMAC’s Director, Professor Dunn, presented the second Annual FHE Distinguished Lecture on Thursday, April 6 at the Neville Hall Lecture Theatre. The topic of the lecture was “Globalization from Within: Confronting ‘Technopoly,’ Digital Literacies and our Robotic Futures.” The lecture was well-received by the capacity audience.

Participation in UTECH's 3rd Annual Final Year Communication Arts and Technology Students Exhibition and Panel Discussion

CARIMAC Lecturer, Dr Livingston White, participated in a panel discussion on “Media Education for Justice, Development and Social Change” held in observance of World Press Freedom Day’ May 3, 2017. Mr. Gary Allen, Managing Director of RJR Gleaner Communications Group, Professor Trevor Munroe, Executive Director of National Integrity Action and Mr. Richard T. Griffiths, Former Vice President and Senior Editorial Director of CNN, were the other members of the panel.

Participation in the Digital Africa Conference 2017 in Nigeria

Professor Dunn was one of the invited keynote speakers at the Digital African Conference 2017 held in Abuja, Nigeria, June 6–8, 2017. He spoke on the topic, “*Broadband Access, Indigenous Innovation and other Challenges of the Fourth Industrial Revolution*”. Prof Dunn also visited the campus of the University of Lagos (UNILAG) in Nigeria at the invitation of the UNILAG Vice Chancellor. He was given a tour of the institution and was hosted at a special reception. UNILAG recently signed an MOA with the UWI for collaboration in the joint establishment of an Institute of African and Diaspora Studies.

PARTNERSHIPS/COLLABORATIONS

MOU between UWI and Cricket West Indies (CWI)

On April 18, The University of the West Indies signed an MOU with Cricket West Indies to provide student scholarships and support for new courses at CARIMAC. The two courses are “Media Culture and Sports” and “Cricket Commentary and Analytics in Sports Journalism”. The scholarships will be named in honour of five stalwarts of West Indies Cricket Coverage: Tony Becca, Joseph ‘Reds’ Perreira, Headley ‘Delmar’ Samuels, the late Tony Cozier and the late Roy Lawrence, all of whom made significant contributions to the sport of Cricket through journalism, commentary, broadcast media and photography. CARIMAC’s Director,

Professor Dunn, represented the Campus at the news conference and signing ceremony.

Partnership Agreement Between National Integrity Action and the Caribbean Institute Of Media and Communication

On May 22, 2017, CARIMAC entered into an agreement with the National Integrity Action (NIA) which led to the staging of the CARIMAC/NIA Weekend Journalism Workshops on Investigative Journalism on June 17, 24, and 25. The agreement also involved the staging of the CARIMAC/NIA Boot Camp on Investigative Journalism on June 29, 30 and July 1. All the planned events were successfully accomplished.

PUBLICATIONS

- **Campbell, S.**, (2017) “Out of many, one love?” In *Tapestries of Culture and Sexuality in the Caribbean*. Ed. by Karen Carpenter, Palgrave, pp. 115–141.
- Robinson, L; Schulz, J and **Dunn, H.**, (2016) “*Digital Empowerment: Opportunities and Challenges of Inclusion in Latin America and the Caribbean*”. In Communication and Information Technologies. Emerald, pp. xxi – xxii.
- **Dunn, H.** and Thomas M. (2016) – “*Women in Caribbean News Media: Opportunities and Challenges for Inclusion*”. In Communication and Information Technologies: Digital Empowerment - Opportunities and Challenges of Inclusion in Latin America and the Caribbean, Emerald, pp 157–178.
- Morris, F. and **Henderson, A.** (2016) – “*ICTs and Empowerment of Children with Disabilities: A Jamaican Case Study*”. In Communication and Information Technologies: Digital Empowerment – Opportunities and Challenges of Inclusion in Latin America and the Caribbean, Emerald, London. pp. 25–39.

PAPERS PRESENTED AT ACADEMIC CONFERENCES AND SEMINARS

- **Dunn, H. S.**, (2017) “*Broadband Access, Indigenous Innovation and other Challenges of the Fourth Industrial Revolution*”, Digital African Conference, Abuja, Nigeria, June 2017
- **White, L., Rowe, Y and Barnes, C.** (2017). “*Switching Channels – emerging alternatives to public service broadcasting in Jamaica*”, International Association for Media and Communication Research Conference (IAMCR), Cartagena, Columbia, July 16–20, 2017,
- **White, L.**, Douglas, L., Yashphe, S., Alie, K. (2017). *Applying Social Marketing to reducing consumer demand for high-value wildlife – experience from three campaigns* presented to International Congress for Conservation Biology Conference in Cartagena, Colombia, July 23–27, 2017.

PUBLIC SERVICE

Hopeton Dunn

- 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).
- Member, National Ecumenical Committee for the Observance of Emancipation from Slavery, Jamaica.
- Lay Magistrate and Justice of the Peace (JP) for Kingston.

Livingston White

- Member of the Board of Directors of the Ad Council Jamaica
- Member of Mixed Methods International Research Association (MMIRA)

Caribbean Institute of Media and Communication

- Founding member of International Social Marketing Association (ISMA)
- Member of the International Association of Media and Communication Research (IAMCR)
- Member of the International Communication Association (ICA), USA
- Member of the Editorial Board – *Social Marketing Quarterly*
- Member (founding) of the Editorial Board – *Journal of Human Communication Studies in the Caribbean*
- Member of the Transport Authority Communication working group (2016)

Corinne Barnes

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

David Soutar

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

Fae Ellington

- Board Director, St. Hugh's High School for Girls
- Board Member, National Integrity Action (NIA)
- Member, Access to Information Tribunal
- Patron of the Clarendon 4H Club

INCOME GENERATION

During the academic year 2016/2017, CARIMAC maintained steps taken to help diversify UWI Mona's income streams. CARIMAC continued offering its two self-financing undergraduate degrees in Film Production and Animation, in addition to its other undergraduate degrees in Integrated Marketing Communication (IMC), Digital Media Production (DMP) and Journalism. At the graduate level, CARIMAC continued to offer self-financing Master degrees in Communication Studies, Communication for Social and Behaviour Change, and Integrated Marketing Communication. The Diploma Programme being planned to start at the UWI Mona Western Jamaica Campus in January 2018 is also a self-financing programme. CARIMAC offered seven (7) income generating short courses during the Summer break. The following short courses were offered between June 5 and July 22, 2017: 1) Writing for Public Relations, 2) Successful Event Planning, 3) Graphic Design (Basic), 4) Digital Photography, 5) Public Speaking, 6) Creating and Editing Amazing Videos and 7) Creating Winning Social Media Strategies. In addition, funds continue to be raised for research projects with relevant international research partners such as the International Development Research Centre (IDRC) and the Canadian High Commission in Jamaica.

STAFF MOVEMENT

Miss Danille Stewart and Miss Nathanee Martin, Senior Administrative Assistants were appointed in the year under review. Mrs. Paulina Plunkett-Gray was appointed as Accounting Officer. Dr. Anthony Frampton, Lecturer, Film Programme, who served the Department for the academic year, resigned.

After serving the Institute for 37 years, Mr. Mel Blake, Senior Engineer, retired effective August 1, 2017.

APPRECIATION

CARIMAC thanks the Dean, Faculty of Humanities and Education, Professor Waibinte Wariboko and all FHE Heads and Staff for their assistance and support during the year. We also express appreciation to all our partners and associates for on-going collaboration and to the staff and students of CARIMAC for their active and dedicated contributions.

CONCLUSION

CARIMAC has made important strides during the year, building on past achievements and advancing towards clearly defined target. We will continue to strive to achieve our goals as we look forward to facilitating our students as they seek to meet and exceed their goals in academic and personal development in the forthcoming academic year.