

CARIBBEAN INSTITUTE OF MEDIA AND COMMUNICATION (CARIMAC)



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

OVERVIEW

The start of the year saw a leadership handover from Dr Canute James to Professor Hopeton Dunn as Director.

During academic year 2012/13 CARIMAC expanded its student intake substantially by admitting a record 410 undergraduate students into its three (3) bachelor's degree programmes, namely Journalism, Digital Media Production (DMP) and Integrated Marketing Communication (IMC). To accommodate the increased numbers, additional classroom facilities and course delivery arrangements were introduced.

The final cohort of students under the old Media and Communication bachelor's degree programme completed their studies at the Institute.

To improve admission arrangements, the long-standing CARIMAC Entrance Test was earlier abolished, enabling 2012/13 applicants to be evaluated by a defined series of admission criteria and by careful review of their individual matriculation records.

CARIMAC intensified its engagement with the UWI's Western Jamaica Campus (WJC) where, in the year under review, 87 students were enrolled in the two degree programmes offered there: IMC and DMP. This strong WJC presence continued the role of the Institute as being the flagship department of the Faculty of Humanities and Education.

CARIMAC's MPhil/Ph.D programme, which had been put on hold during the preceding year, was revitalized and restored for registration by a new crop of research students. At the Masters degree level, 33 new graduate students were admitted, spread almost equally between the two existing CARIMAC Master's degree programmes: Communication Studies (CS) and Communication for Social and Behaviour Change (CSBC).

During the year, CARIMAC engaged in a wide range of public outreach, research and student activities which raised the profile of the Institute nationally and within the University itself.

The Institute began active preparations for its intended transition to a School of Communication within the Faculty of Humanities and Education, UWI and for observance of its 40th Anniversary to take place in October 2014.

WORK OF THE INSTITUTE

The work of CARIMAC in 2012/2013 has been guided by the Operational Plan developed in close consultation with all levels of staff and other stakeholders. The Plan articulates with the UWI Strategic Plan as well as with the visions and policies of the Mona Campus and the Faculty.

ACADEMIC PROGRAMMES

During 2012/13 CARIMAC offered a full suite of academic programmes. These included the Diploma in Media and Communication; three undergraduate degrees in Journalism, Digital Media Production (DMP) and Integrated Marketing Communication (IMC); two Master's degrees

in the areas of Communication Studies (CS) and Communication for Social and Behaviour Change (CSBC) and the MPhil /PhD degrees by research.

The Diploma Programme

While continuing to admit small numbers of students into this foundation CARIMAC programme, the Institute has determined that it should be re-structured to bring its content in line with the new curriculum being offered by CARIMAC. Work has therefore already started on curriculum review while seeking to retain its strong attractiveness to in-service media professionals from Jamaica and the Eastern Caribbean.

The Undergraduate Programme: Student Enrolment

CARIMAC degree programmes continue to be highly sought after by students seeking admission to the Faculty. This was reflected in 410 admissions to our three undergraduate degree programmes in 2012/13, as follows:

- Journalism – 140 students
- Digital Media Production (DMP) – Mona 19; WJC 53 students
- Integrated Marketing Communication (IMC) – Mona 87; WJC 51 students

The old BA degree in Media and Communication was phased out this year, with the last cohort of students under this programme (Mona 45, WJC 15) expected to graduate in November 2013.

The Master's Programme

In 2012/13 CARIMAC offered admission to graduate students in two Master's degree programmes:

- MA in Communication Studies – 16 students
- MA in Communication for Social and Behaviour Change – 17 students

The MPhil/PhD Programme

During 2012/13 there were two students registered under the MPhil/PhD, with research studies at varying stages towards completion. The programme was put on pause to restructure its supervisory arrangements and to review research proposals by prospective candidates. Having completed this exercise, the programme was restored to full operation, with new candidates being invited to make applications, effective August/September 2013.

STUDENT SUPPORT AND ACTIVITIES

In common with students throughout the University, many CARIMAC students struggled with financial challenges in 2012/13. However, with arranged industry support and internal counselling being offered to difficult cases, this situation did not reflect itself in any significant attrition in the enrolled student population in the Institute. There continues to be a ratio of approximately 70% female to 30% male students in CARIMAC, reflecting trends throughout the University's Mona Campus.

CARIMAC OPEN WEEK

The 4th renewal of CARIMAC Open Week took place from May 14–16. This series of student-centred events provided an opportunity for undergraduate and graduate students and staff to display the work that they have been doing and to make public presentations on the best research projects. The week's exposition contributed to the employment of several students and provided valuable critique of the work of students by external reviewers.

STUDENTS' BUSINESS LUNCHEON

For the 5th year running, CARIMAC hosted a formal business luncheon for its final year students from both Mona Kingston and WJC. Jamaica

National Building Society provided sponsorship for the luncheon this year which was held for some 150 students at the Knutsford Court Hotel in Kingston. The event provided the opportunity for undergraduate students to hone their skills in formal dining etiquette, business interaction and professional attire, as they prepare to enter the world of work as media professionals. A special coach was arranged for return transportation of students from WJC.

CARIMAC STUDENT SOCIETY

Continuing a process from previous years, a group of CARIMAC students remained active in the CARIMAC Student Society (CSS) established by the students themselves to develop leadership skills, enhance interaction and to highlight the perspectives of students in the development of CARIMAC. They meet as a group every Thursday afternoon at CARIMAC.

CARIMAC STUDENTS SOCIALS

A welcome reception for new students was held on September 7, 2012 and the final year students' social took place on April 19, 2013. Similar activities took place for graduate students, particularly new entrants to the Master's degree programmes.

CARIMAC BOOTCAMP AND SHORT COURSES

For the first time this year the CARIMAC Bootcamp was introduced for the benefit of final year CARIMAC students and working industry professionals. The short intensive courses that were offered at Bootcamp were in the technical areas of camera work and digital editing.

Attended by 30 fee-paying participants, Bootcamp was a resounding success. It fulfilled its objectives as a means of orienting students into the demands of professional work and offered an opportunity for them to interact with working industry professionals while they learned advanced skills together. It also boosted the image of CARIMAC as a 'hands on'

professional institution to complement our established reputation of also offering sound conceptual and theoretical groundings.

STUDENT AWARDS

The following students received special awards at the Faculty Awards Ceremony held on November 8:

- **Shauna-Kay Battick**, The Multimedia Jamaica CARIMAC Award
- **Monique Jones**, The Jamaica Gleaner Company CARIMAC Award for Print and Online Journalism
- **Abigail Henry**, The CVM Television CARIMAC Award for Television
- **Rashawn Thompson**, The Nationwide News Network CARIMAC Award for Radio
- **Kayon Raynor**, The CARIMAC Social Marketing Award
- **Tsahai Thomas**, The Jamaica Public Service Company CARIMAC Award for Public Relations and The Director's Award for Excellence
- **Kiah Proute**, The Spectrum Management Authority CARIMAC Award for Digital Media Production

CARIMAC WJC

During 2012/13, CARIMAC remained an active and leading presence among students at the Western Jamaica Campus.

As part of the Communication Analysis and Planning (CAP) project CARIMAC students organized the WJC promotional scheme called the Ambassadorial Corps. which enlisted outstanding community leaders and associated them with the Campus by publicly designating them ambassadors with a commitment to assisting the campus and the University to better integrate.

CARIMAC WJC CAP students also hosted an International Writing and Public Relations Seminar, titled '*Writing for Tourism*' and '*What gets*

thrown in File 13. Campus tours were carried out with students from primary schools. Other outreach programmes included breast cancer awareness, support for the St. James infirmary, support for youth of the William Street Community in Montego Bay and blood donation, targeting 100 prospective repeat donors from the community.

BOOK LAUNCH AND PUBLIC LECTURE

CARIMAC WJC hosted two important academic events at WJC during the year. There was the Western Jamaica launch of the book *Ringtones of Opportunity: Policy Technology and Access in Caribbean Communication*, edited by Professor Hopeton Dunn. This was well attended, with the President of the Business Outsourcing Association, Mr Yoni Epstein and Dr Simon Clarke as special guests.

The second event on April 17, 2013, was a public lecture and panel discussion on the impact of Coral Gardens: *Lessons in Police-Citizen Relations and the Way Forward*. The panel discussion was preceded by the public lecture on the topic delivered by Mr Hugh Small, eminent Jamaican attorney-at-law and retired Supreme Court Justice of the Commonwealth of the Bahamas. This event was also well attended and received good coverage in the regional and national media.

LAUNCH OF THE CARIMAC DISTINGUISHED LECTURE SERIES

At the Mona Campus, the CARIMAC Distinguished Lecture Series was launched in November 2012, with the first presenter being Madame Corine Lesnes, the Washington-based correspondent for the widely respected French newspaper *Le Monde*. After a lively class presentation at CARIMAC, the Guest Speaker addressed a wide range of participants in a public lecture held on November 19, 2012 at CARIMAC Lecture Room. She focused on her journalistic experience in the media coverage of the then recently concluded US presidential elections.

The second in the lecture series was delivered by the Right Hon. Sir Dennis Byron, President of the Caribbean Court of Justice (CCJ), on

February 26, 2013, at the UWI Undercroft. He addressed the role of the CCJ and its importance to legal, judicial and economic development in the Caribbean. He also made a special class presentation and had an interactive discussion on media and the CCJ with undergraduate students at CARIMAC.

CARIMAC also hosted the third renewal of the CARIMAC/Aggrey Brown Distinguished Lecture that formed the third presentation in the CARIMAC Distinguished lecture series. Respected Jamaican journalist, Hon. Barbara Gloudon, delivered the lecture on the topic, “Media and the Arts: Tools for Communication, Education and Development” on April 11, 2013.

PHYSICAL UPGRADE AND EQUIPMENT

As part of an internal initiative aimed at restoring or acquiring additional teaching space, the main CARIMAC Lecture Room (CLR) which had been converted into a set of small offices, was reclaimed and refurbished. An additional large lecture room capable of accommodating 250 was acquired, alongside office spaces and a room which were converted to a computer lab.

This building, located close to the CARIMAC main building, had earlier been vacated by the Faculty of Law. It was refurbished and designated CARIMAC Annex 2.

A small office in the main CARIMAC building was also allocated for the Part-time staff, thereby giving dedicated seating and computer access to a key segment of our teaching personnel.

PAPERS PRESENTED

- CARIMAC Director, **Professor Hopeton Dunn** delivered a specially invited lecture at an academic Conference hosted by the University of Padova in Italy in February 2013.

- **Professor Dunn** and **Dr Corinne Barnes** presented separate papers at the Dublin, Ireland, conference of the International Association for Media and Communication Research (IAMCR) in June 2013. The conference was also attended by Ms Fae Ellington.
- **Dr Livingston White**, **Maria Protz** and **Olivia Bravo** prepared a paper that was delivered by Dr White at the European Communication and Research Educators Association (ECREA) Conference in Istanbul, Turkey in October 2012
- **Dr Livingston White** also presented academic papers at the 3rd International Reggae Conference 2013, UWI, Mona Campus in February 2013, at the World Social Marketing Conference in Toronto, Canada in April 2013, and at Bournemouth University, United Kingdom, in June 2013.
- **Yvette Rowe** presented research papers at a conference in Copenhagen, Denmark in June 2013 and again at the European Media Management Education Association (EMMA) Conference, at Bournemouth University, United Kingdom in June 2013.
- **Charmaine Henry** presented a paper at the Bi-Annual Conference of the University of the West Indies, St. Augustine Campus, Trinidad and Tobago in April 2013, and made a seminar presentation on her MPhil Research work at the School of Education, Mona Campus, in June 2013.
- **David Soutar** participated in a presentation at the Slash Roots Workshop as part of the Caribbean Open Data Conference at the Mona School of Business and Management in April 2013.
- **Dr Canute James** served as chief judge and **Fae Ellington** was guest speaker at the Annual Awards Ceremony of The Media Workers Association in Grenada, December 2012.

PUBLICATIONS

Books

- **Dunn, Hopeton** (2012) (Editor) *Ringtones of Opportunity: Policy, Technology and Access in Caribbean Communications*. Ian Randle Publishers, Kingston (300 pages)

Chapters in Books

- **Dunn, Hopeton** (2012). “Slavery and Emancipation in the Caribbean: Preserving the Public Memory” in *Public Memory, Public Media, and the Politics of Justice*. Philip Lee & Pradip N. Thomas (Eds). Palgrave MacMillan, United Kingdom. pp. 184–199.
- **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, UK.

Journal Articles

- **Rowe, Yvette**. (2013, March/June). “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* (0037-7651), 227–47.
- **Campbell, Steffon**. “Thou shalt not be black”: The subjugation of Negroes in the Caribbean through Christianity, *International Journal of Education and Research*. Vol. 1 No. 4 April 2013.
- **Prendergast, Patrick**. “Modernity, Empowerment and Grassroots Communication in the English-Speaking Caribbean” *Caribbean Quarterly*, Vol. 58, No. 2/3, June-September 2012.
- **Prendergast, Patrick**. “Building Partnerships in Educational Programming for Healthy Communities” in *Learning with Community Media: Stories*

from the Commonwealth and Latin America (Ian Pringle, Ekta Mittal, Monica Valdes (Editors) Commonwealth of Learning, Vancouver 2012.

PROJECTS

CARIMAC successfully completed several commissioned research projects, including for the Broadcasting Commission of Jamaica and the 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.

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.

WORKSHOPS AND TRAINING COURSES

Workshops and short courses remain a staple of CARIMAC's income earning activity. The Institute delivered workshops in Speech Writing, Video Production and Broadcast Presentation Skills for three government agencies. It also developed and facilitated a workshop on Ethnography in Market Research for a major corporate conglomerate. Dr Livingston White and Dr Loraine Cook jointly facilitated this workshop.

CARIMAC also delivered workshops to staff at the Jamaica Information Service and Grace Kennedy Limited in the Fundamentals of TV Presenting (September 10–20) and Using Ethnography in Market Research (October 30–November 16), respectively.

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 cooperation with the Jamaica Intellectual Property Office and was led by Mr Franklyn St Juste.

PUBLIC SERVICE AND OUTREACH ACTIVITIES

Professor Hopeton Dunn

- Chairman, Broadcasting Commission of Jamaica
- Director, Mona ICT Policy Centre, MSBM, UWI
- Member, UWI Senate and Member of its Disciplinary Panel
- Chief Judge, Media Excellence Award Panel, Jamaica Broilers Fair Play Awards
- Chief Judge, National Housing Trust Journalism Awards for Sustained Coverage of Housing and infrastructure Issues, as part of the National Journalism Awards, Jamaica
- Member, Jamaica Computer Society (JCS) Education Foundation
- Planning Advisor to IAMCR 2013 Dublin Conference, and 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, Jamaican Ministry of Education Strategy Development Group
- Member, Jamaican Ministry of Health Monitoring and Evaluation Research Group (MERG) for HIV and AIDS
- Member, American Red Cross' Caribbean HIV and AIDS Project Research Team
- Member of the Ad Council of Jamaica.

Mrs. Corinne Barnes

- Regional Coordinator, Global Media Monitoring Project

Ms. Fae Ellington

- Chair, Board of Directors, Jamaica Cultural Development Commission (JCDC)
- Chair, Advisory Board for Jamaica Information Service (JIS)
- Director, Access to Information Act Tribunal
- Board member, St. Hugh's High School
- Board member, E-Learning Jamaica
- Board member, the CHASE Fund.