



CARIBBEAN SCHOOL OF MEDIA AND COMMUNICATION (CARIMAC)

Dr Livingston A. White, BA (UWI), MSc, PhD (FSU) – Director

WORK OF THE DEPARTMENT

CARIMAC reverted to pre-pandemic normalcy for academic year 2022/2023. Aligning operations to Phase II of The UWI's Triple 'A' Strategic Plan 2022–2027, the School focused on strengthening partnerships with members of the international academia and other stakeholders, providing research services to external partners, supporting the wider UWI community, collaborating with other departments in the Faculty and revising undergraduate programmes.

ACCESS

STUDENTS

In January 2023, the Campus Tender Committee approved the procurement of new multimedia equipment used for electronic news gathering, in order to expose students to new high-definition video formats commonly used for broadcast, web and social media content creation. The committee also approved the renewal of software subscriptions for the continued use of digital content creation software applications for teaching and developing creative and soft skills.

Mrs. Chevonnese Chevers Whyte, BFA Animation Programme Coordinator, was selected by a panel of judges as the inaugural winner of the Beryl Allen Teaching Award for Innovative Teaching, an award introduced by the Centre for Excellence in Teaching and Learning (CETL) in its 30th year of service and the University's 75th year. "The award recognises faculty who have demonstrated in a variety of ways their support of the learning needs of students, embedding innovative and inclusive practices, and taking a student-centred approach to pedagogical engagements."



Dr. Beryl Allen makes a presentation to Mrs. Chevonnese Chevers Whyte

The ceremony was held on Wednesday, April 26, 2023, at the Main Library's Multifunctional Room on the Mona Campus.

With the burgeoning of the Jamaican Film Industry, CARIMAC revised its BFA Film Production programme to align with industry demands for people with specialised skills in filmmaking. The approved programme will come on stream for academic year 2023/2024. From June 15–25, 2023, Drs. Corinne Barnes and Alpha Obika completed fellowships under the second period of the Erasmus+ Staff Exchange Mobility between The UWI and Birmingham City University (BCU), facilitated through the Office of the Campus Registrar, Admissions and International Office.

For AY2022/2023 a total of 42 new and returning students enrolled in CARI-

MAC's Master's Programmes with 12 returning students enrolling in the MPhil programme. Two new courses for the MA Communication Studies and MA Communication for Social and Behaviour Change were approved by the University Graduate Committee. They are:

1. COMM6403 Issues in Caribbean Media and Communication: Class, Race, Gender Ethnicity and Sexuality
2. COMM6404 Media, Communication and Caribbean Society.

Additionally, in August 2022, The UWI/CARIMAC and the Caribbean Broadcasting Union (CBU) signed a Memorandum of Understanding to offer courses in the MSc Media Management programme to CBU members as specially admitted students. The agreement is that participating CBU member organisations will expand The UWI Mona Campus' level of visibility across the region through advertising on their airwaves and other forms of electronic media equivalent to the cost per course per person (currently USD990.00) or any combination of courses. The intake for 2022/2023 were:

- Semester I, 2022/23: 8 registrations were received for courses in the MSc Media Management programme. Three students successfully completed the course(s).
- Semester II, 2022/23: 5 registrations were received for courses in the MSc Media Management programme with 2 being returning students from semester I.

Students in various programmes continued to excel. The following is a list of their achievements:

Name of Student	Degree Programme	Achievement
Ricardo Brooks	BA Journalism (Current)	Won Best Radio Feature/Documentary and awarded The Morris Cargill Award for Opinion Journalism at the Press Association of Jamaica's National Journalism Awards held Saturday, February 4, 2023.
Toni-Ann Tapper	BFA Animation (Class of 2021)	Winner Best Animation project at the Lignum Vitae Film Festival 2023, for her creation entitled <i>Ghost</i> . This project is an animated film that captures the state of someone who becomes a mere shell of her former self after experiencing tragedies, but manages to bounce back. The festival was held on Sunday, April 10, 2023.
Lee-San Gayle	BFA Film Production (Class of 2022)	<ul style="list-style-type: none"> • Winner of Best Fiction Film under 30 minutes at the Action for Hope's 2nd Edition Blink Film Festival for her short film <i>Crazy Dreams</i>. • Winner of the Audience Prize Award, a social media voting category where the winner is determined by the highest number of votes received. The festival was held February 17–19, 2023.
Sekai Smart-Macaulay	BFA Animation (Level 2)	Lead actor in the film <i>Raw Materials</i> , Jamaica's first Oscar-qualifying film, which also won 10 international competitions.
Jenelle Samuels	BFA Animation (Level 3)	<ul style="list-style-type: none"> • Selected as a mentee for the UNESCO and Women@Dior International Mentorship and Education Program, Class of 2023-2024. The programme is a collaboration between the Parisian luxury fashion house, House of Dior and UNESCO as part of UNESCO's Global Coalition for Education. The one-year programme gives mentees access to exclusive courses built on the core values of self-care and self-awareness, autonomy, inclusion, creativity and sustainability. • Winner of the 2022 cycle of the Poet Laureate of Jamaica Young Writer's Prize for Poetry. The annual competition is administered by the National Library of Jamaica, and the 2022 competition focus was on the Jamaican or Caribbean natural environment. Jenelle submitted three poems entitled, "To Find Beauty", "Accident in New Kingston" and "Paradise of a Commoner". • Jenelle's poem "To Find Beauty" was featured in Torch Literary Arts' February 3 Friday Feature. Torch Literary Arts is a nonprofit organisation established to publish and promote creative writing by Black women.
Lisa Dawes	BFA Film Production (Level 3)	Her short film titled <i>Nature and Serenity</i> was nominated for multiple awards, including best short film and the global impact grand prize, at the Student World Impact Film Festival (SWIFF).



L-R: Mr. Jevon Matthews, Senior Electronics Technologist; Ms. Rae-ann Smith, BFA Film Production Programme Coordinator; Mrs. Chevonnese Chevers Whyte, BFA Animation Programme Coordinator; Dr. Livingston White, Director

On June 30, 2023, CARIMAC hosted its inaugural CARIMAC Night at the 2023 Annual GATFFEST Film Festival held at the Palace Cineplex. The first narrative fiction and non-fiction thesis films made in the BFA Film Production programme, *Like, Comment, Subscribe* by Bruce St. Catherine and *Behind Di Beat* by Jonathan Holgate, as well as the works of 18 BFA Animation students were screened. <https://gattfest.com/2023-program/>. Also on June 30, 2023, third-year Animation students participated in the 2023 Student Animation Showcase hosted by Asif-Hollywood's Animation Educators Forum (an international community of teachers and professionals promoting animation education) with participating universities from Jamaica, USA, Canada and Brazil. <https://studentanimationshowcase.com/>.

CARIMAC awarded its high achievers UWI Bookshop Gift Certificates valued at \$25,000.00 per undergraduate student and \$30,000.00 per graduate student at the Faculty of Humanities and Education Annual Awards ceremony held on November 10, 2022 in the Neville Hall Lecture Theatre (N1). The recipients were:-

Level	Student	Award	Sponsor
Undergraduate	Rachel Francis	BA Digital Media Production	Spectrum Management Authority
	Abigail Whittingham	BA Integrated Marketing Comm. (Mona)	Irie FM
	Jhenelle Francis	BA Integrated Marketing Comm. (WJC)	Western Mirror
	Antonette Anderson	BA Journalism	Nationwide News Network
	Sameque Nelson	BFA Animation	Flow Jamaica
	Lee-San Gayle	BFA Film Production	Advertising & Marketing (Ja.) Ltd.

	Lee-San Gayle	Director's Prize for Most Outstanding CARIMAC Undergraduate Student	N/A
Graduate	Sophia Lewis	Most Outstanding Master's Student	N/A

PUBLICATIONS

Books & Monographs

- **Smith, R.** (2023). The Trauma of Negotiating Identifications in David Char-iandy's *Brother*. In P. Ni & M.-C. Wang (Eds.) *Liminality of Justice in Trauma and Trauma Literature*, (pp. 129–152). Cambridge Scholars Publishing. <https://www.cambridgescholars.com/product/978-1-5275-0962-7>

Encyclopedia Entry

- **White, L. A.** (2023). COMBI: Communication for Behavioural Impact. In E. Y. Ho, C. L. Bylund, & J.C. M. van Weert (Eds.), *The International Encyclopedia of Health Communication* (Vol. 1, pp. 377–383). John Wiley & Sons. <https://doi.org/10.1002/9781119678816.iehc0938>

At the weekly Research Seminars, presentations were made by the School's academic staff, MPhil students, former students of CARIMAC who had obtained doctoral degrees, and other industry practitioners. The following seminars were held during Semesters 1 and 2:

Date	Presenter/Lead	Title of Presentation/Focus
Sept. 21, 2022	Dr. Alpha Obika (CARIMAC)	Exploring the Use of Digital Technology in Trinidad's Virtual Carnival 2021 and Beyond
Oct. 5, 2022	Dr. Livingston White (CARIMAC)	<ul style="list-style-type: none"> • Strategic Plan AC4: Increase the quality and quantity of high impact research • Criteria for Promotion
Oct. 12, 2022	Dr. Livingston White (CARIMAC)	A Conversation with Dr. Livingston White: Using Zoom to Conduct Focus Group Discussions (Research Techniques: Show and Tell Series)
Oct. 26, 2022	Dr. Nova Gordon-Bell (CARIMAC)	A Conversation with Dr. Nova Gordon-Bell: "Coming in from the Cold?" The State of Communication Studies in the Caribbean
Nov. 9, 2022	Mrs. Chevonnese Chevers Whyte (CARIMAC)	A Conversation with Mrs. Chevonnese Chevers Whyte: Using Zotero for Research (Research Techniques: Show and Tell Series)
Nov. 16, 2022	Dr. Steffon Campbell (CARIMAC)	A Conversation with Dr. Steffon Campbell: ANCHORing Audio (Research Techniques: Show and Tell Series)

Date	Presenter/Lead	Title of Presentation/Focus
Nov. 23, 2022	Dr. Livingston White (CARIMAC)	A Conversation with Dr. Livingston White: Involving Students in Longitudinal Research (Research Techniques: Show and Tell Series)
Dec. 7, 2022	Ms. Cedella McKie (CARIMAC)	Making Jamaica the Place of Choice: An Analysis of the use of Social Marketing Strategies in National Development.
Dec 14, 2022	Mrs. Yvonne Grinam Nicholson (CARIMAC)	Examining Monitoring and Evaluation Practices of Jamaican Communication Practitioners
Jan. 25, 2023	Dr. Aurora Herrera (Middlesex University and the University of West London)	The Controlled Watchdog
Feb. 1, 2023	Mrs. Chevonnese Chevers Whyte (CARIMAC)	A Conversation with Mrs. Chevonnese Chevers Whyte: Project Management: A Researcher's Guide
Feb. 8, 2023	Presentations at Birmingham City University's Centre of Media and Cultural Research's Research Event:	The Carnival in Jamaica Project Update Teaching and Learning Media and Communication during the COVID-19 Pandemic
	Dr. Alpha Obika & Miss Yvette Rowe (CARIMAC) Dr. Livingston White & Dr. Olivia Bravo (CARIMAC)	
Feb. 15, 2023	Presentations at Birmingham City University's Centre of Media and Cultural Research's Research Event:	Brand Advertising in Jamaica during COVID-19 Using Zoom to Conduct Focus Group Discussions Adventures and Opportunities in Science, Health & Environmental Journalism
	Dr. Olivia Bravo (CARIMAC) Dr. Livingston White (CARIMAC)	
	Dr. Czerne Reid (University of Florida College)	
Mar. 1, 2023	Mrs. Chevonnese Chevers Whyte (CARIMAC)	A Conversation with Mrs. Chevonnese Chevers Whyte: Note-Taking Styles and Apps for Researchers

ALIGNMENT

PAPERS PRESENTED

- **Campbell, S.** “Engaging men and boys in Gender Equality & Gender Justice.” UNESCO Office for the Caribbean and the Institute for Gender and Development Studies Regional Coordinating Office (IGDS-RCO), UWI Mona. Sheroes Academy 2022, November 22, 2022 [Oral Presentation]
- **Campbell, S.** “If the Water is too Clear, You don’t Catch any Fish: An Investigative Case Study on China’s Investment in the Caribbean.” International Republican Institute (IRI) Latin America and the Caribbean Workshop, Quito, Ecuador. March 1–2, 2023 [Oral Presentation]
- **White, L.** “Social Marketing Pedagogy: Reflections & Recommendations.” World Social Marketing 7th Annual Conference, Brighton, UK, September 5–8, 2022 [Oral Presentation]

Academic staff engaged in additional activities to improve the quality, quantity and impact of research, innovation and publication. Dr. Olivia Bravo and Mrs. Chevonnese Chevers Whyte attended the Department of Literatures in English’s presentation and workshop on “Bringing Digital Humanities to the Undergraduate Classroom” held on April 19, 2023, in N5. The workshop was in collaboration with Create Caribbean Research Institute. Between March 17 and May 26, 2023, academic staff participated in the faculty’s inaugural bi-weekly Writing Series as part of its ongoing strategic planning exercise to drive research and publications, build teams, and increase collaborative research, project development, publications and grant acquisition.

Dr. Steffon Campbell participated in a 2-day Regional Journalism Exchange on “Business Models and Methods for Funding Investigations”, in Quito, Ecuador, which was held on September 8 and 9, 2022 and consisted of training sessions with regional and international journalists and media owners. The Exchange was funded by the International Republican Institute. In January 2023, he was one of 30 journalists to complete the Africa and Caribbean Public Health Agency (CARPHA) member countries global health reporting initiative offered by the International Women’s Media Foundation (IWMF). The nine-month virtual fellowship was designed to assist journalists to digest complex, and often unfamiliar, public health information, to enable them to produce evidence-based output on the Covid-19 pandemic.

Dr. Alpha Obika and Adjunct Lecturer, Ms. Yvette Rowe, announced a Call for Papers for their edited collection titled, *Culture, Cash and Class in Jamaica’s Carnival*. Dr. Anthea Henderson also announced a Call for Papers for her edited collection titled, *Young, Digital and Jamaican*.

PUBLIC SERVICE

CARIMAC staff continued to serve various public bodies in the following capacities:

During the period January to May 2023, Ms. Rae-Ann Smith, BFA Film Production Coordinator, participated in rating international short films for the Regina International Film Festival and Awards (RIFFA) Foundation Inc. annual film festival that was held in August 2023. Ms. Smith is a programmer for the Foundation.

On October 25, 2022, Dr. Nova Gordon-Bell participated in a virtual consultative session hosted by the CBU, to review a draft regional social media policy framework for Caribbean media. This UNESCO/IPDC-supported project is designed to assist with the development and enhancement of CBU members' institutional social media policies.

As a member of the planning committee, Mr. David Soutar attended the 3rd Artificial Intelligence for Information Accessibility (AI4IA) 2022 Virtual Conference hosted by the UNESCO Information For All Programme (IFAP) Working Group on Information Accessibility (WGIA) on September 28, 2022, under the auspices of the UNESCO Cluster Office for the Caribbean, Kingston in collaboration with the Broadcasting Commission of Jamaica.

Dr. White attended the CBU's 53rd Annual General Assembly held August 15–17, 2022, at the Magdalena Grand Beach & Golf Resort, Tobago under the theme, 'Media & Information Literacy', where The UWI/CARIMAC was recognised as an Associate Member. He participated in a panel discussion on "The Disinformation Challenge" which was a moderated discussion organised by The Public Media Alliance (PMA), featuring five Caribbean experts from academia, broadcasting and library services.



Mr. Richard Purcell, CBU Vice-President presenting to Dr. Livingston White, Director, CARIMAC a Certificate of Recognition of Membership. Photo Credit: Mr. Caswell Gordon, photographer at the Division of Tourism, Culture, Antiquities and Transportation, Tobago

CARIMAC maintained institutional membership in IAMCR and CBU and staff served on the following committees, boards, public and professional bodies during 2022–2023:

Staff Member	Post	Public and/or Professional Body
Dr. Corinne Barnes	President	<ul style="list-style-type: none"> World Association for Christian Communication (WACC) Caribbean
Dr. Olivia Bravo	Member Member Member Member Member	<ul style="list-style-type: none"> American Academy of Advertising American Marketing Association Association of Consumer Research International Association of Media and Communication Research (IAMCR) Society for Marketing Advances
Mrs. Chevonnese Chevers Whyte	Executive Member Member Member Member Member	<ul style="list-style-type: none"> Jamaica Animation Nation Network (JANN) Animation Educators Forum (International) The Society of Animation Studies (International) Women in Film and Television Jamaica (WIFA) Animation Standards Committee at University Council of Jamaica
Dr. Nova Gordon-Bell	Committee Member	<ul style="list-style-type: none"> TVETEQA Communication Working Committee, NCTVET Jamaica
Dr. Anthea Henderson	Committee Member Member	<ul style="list-style-type: none"> Lateef Edalere Foundation BCJ Digital Media and Information Literacy Framework Oversight Committee
Mr. Alistaire McLaren	Member Member	<ul style="list-style-type: none"> Audiovisual and Integrated Experience Association (AVIXA) Broadcast Educators Association (BEA)
Miss Rae-ann Smith	Programmer Member Committee Member	<ul style="list-style-type: none"> Regina International Film Festival and Awards (RIFFA) Foundation Inc., https://riffa.ca/ University Film and Video Association (UFVA) Caribbean Studies Association (CSA) Film
Mr. David Soutar	Board Member Member Board Member Committee Member	<ul style="list-style-type: none"> ListenMi Caribbean United Way of Jamaica Board of Governance Jamaica Accountability Meter Portal Artificial Intelligence for Information Accessibility (AI4IA)
Dr. Livingston White	Member Board Member Board Member	<ul style="list-style-type: none"> CBU Hall of Fame Committee Creative Production & Training Centre (CPTC) Social Marketing Quarterly (SMQ) Editorial Board

AGILITY

INCOME GENERATION

In addition to its self-financing programmes, CARIMAC generated income through partnering with The World Bank from January-June 2023 to provide logistical support in conducting a Country Opinion Survey in Jamaica, designed to obtain systematic feedback from key stakeholders in the country, to enhance responsiveness and to help improve its capacity to achieve results. The project generated income of \$1,540,000.00. Income totalling \$100,000.00 was also generated through the rental of Annex II to the International English Language Testing Systems (IETLS).

CONCLUSION

CARIMAC was able to seamlessly revert to pre-pandemic normalcy with an active and engaged student body and adequate staffing. With strategic planning and the creation of new partnerships, CARIMAC was able to employ marketing strategies to increase the visibility of the University that will hopefully result in the generation of future income, the awarding of more commercially viable projects, the creation of new opportunities for students and the increase in the quality of research output. The School continues to review its programme offerings and have acquired up-to-date equipment to produce students who are better equipped, well-rounded and industry-ready.