(Pictured are Dr. Clinton Hutton and students from the Jamaica Study Abroad Program)

ANNOUNCING

2009 Caribbean Culture and Media International Conference (CCMIC)

Inaugural Edition

Sponsored by the Jamaica Study Abroad Program, Department of Mass Media Arts at Clark Atlanta University (CAU)

The University of the West Indies (UWI)
International Programmes, Office of Administration

The Caribbean Institute of Media & Communication (CARIMAC), UWI, Mona Campus

The University of the West Indies (UWI)
Mona Campus

Kingston, Jamaica
Welcome From
The Jamaica Study Abroad Program

Since 1995, the Department of Mass Media Arts at Clark Atlanta University has conducted the Jamaica Study Abroad in conjunction the Office of International Programmes at the University of the West Indies, Mona Campus. We are pleased to enhance the relationship between the two schools in collaboration with the Caribbean Institute of Media and Communication (CARIMAC) at UWI by sponsoring the first Caribbean Culture and Media International Conference.

The Conference will explore the mass media and Caribbean culture through a series of scholarly presentations that compare and contrast the collection and dissemination of information through the media and its direction toward convergence. The different methodologies and strategies between the two countries will be analyzed, with particular emphasis on the changing media industry that is being brought about by multimedia technologies and emerging forms of citizen journalism such as publishing blogs and podcasting.

We welcome the opportunity for CAU Mass Media Arts students to interact with CARIMAC students and for us to develop new relationships with the professional media in Jamaica.

*James D. McJunkins, Sr., Assistant Professor*

*Department of Mass Media Arts*

*Clark Atlanta University*

*Director, Jamaica Study Abroad Program*
Welcome
Caribbean Culture and Media International Conference
(CCMIC)

Harambee and Welcome to the 2009 Caribbean Culture and Media International Conference! “Harambee is a Kiswahili word which means, “All pull together.”

We are excited to have you join us for the CCMIC Inaugural Edition of what promises to become a significant annual media conference in the Caribbean. This year we gather in Jamaica to discuss issues related to the impact of new technologies on media and communication in a cultural context. Our presenters from the Caribbean and the United States will address a range of timely cultural and media topics including Caribbean culture, journalism and converged media, writing reviews for theater and other live performances, broadcast media, and visual storytelling.

Those around you including media professionals, educators and students have a deep commitment to the teaching and learning of mass media and Caribbean culture, and we hope that the conversations over the next few days and the new friendships formed will have a significant impact on you for years to come. Casual conversations in the lobby, at the reception and coffee breaks, and during meals will be opportunities for informative and critical exchange of ideas. We encourage you to learn from your experiences of Caribbean culture and the vibrant discussions of the mass media and to leave with new professional and educational contacts and friends.

Dr. Alice E. Stephens, Associate Professor
Department of Mass Media Arts
Clark Atlanta University
CCMIC Conference Coordinator
Welcome From
The University of the West Indies (UWI)
International Programmes, Office of Administration

Clark Atlanta University’s Department of Mass Media Arts through Professor James D. McJunkins has had a long relationship with the University of the West Indies. The International Programmes Office first hosted a group of CAU students, who registered fourteen (14) years ago, as part of a Jamaica Study Abroad Programme, in the UWI’s International Summer School, which was an initiative of the Office of Outreach and Institutional Relations, headed by Professor the Honorable Rex Nettleford. Over the ensuing years, as the UWI’s International Programmes fell under the Office of Administration and Special Initiatives (OASIs), then the Office of Administration, CAU students continued to enroll in the International Summer School, participating mainly in a specially designed Caribbean Culture and Society course taught by Dr. Clinton Hutton, of the Faculty of Social Sciences at UWI, Mona.

The 2009 Caribbean Culture and Media Conference is a collaborative effort, which brings together expertise from CAU’s Department of Mass Media Arts and its Jamaica Study Abroad Program, UWI’s CARIMAC (Caribbean Institute of Media and Communication) at Mona and the International Programmes Unit of the Office of Administration, The Vice Chancellery. It is an initiative which further enhances the internationalization thrust of both universities. We welcome all participants – students, practitioners and professionals alike. We wish for all a productive conference, and hope that the opportunities for meaningful dialogue and cross-fertilization of ideas will enrich their perspectives and prove to be academically and culturally valuable.

Senior Programme Officer & Head, International Programmes
Office of Administration, The Vice Chancellery*
2009 Caribbean Culture and Media International Conference  
(CCMIC)  

July 5 – 10, 2009  

Conference Theme:  “New Technologies, Media and Communication in a Cultural Context”  

Conference Location:  Mona Visitor’s Lodge and Conference Center  
The University of the West Indies (UWI), Mona Campus  
Jamaica  

Conference Registration:  
Professional Early Bird Rate: $50.00 (Due by June 1st - Payment by Check only)  
Student Early Bird Rate: $25.00  
  - Caribbean Institute of Media & Communication (CARIMAC) Students  
  - Media Students  
  - Jamaica Study Abroad Students  
Spouse/Other: $30.00  

On-site Registration: $75.00 (Only Cash Payment Accepted)  

Accommodations:  
Mona Visitor’s Lodge - University of West Indies/Mona Campus  
Single Rate: $95.00 per night includes continental breakfast.  
Double Rate: $130.00 per night includes continental breakfast.  

Must Book reservations directly with the Mona Visitor’s Lodge.  
Contact: Heisha Morgan (monalodge@uwimona.edu.jm)  
Check-in Available: July 5 – Check-out by: July 12, 2009  

Conference Contacts:  
USA:  Dr. Alice E. Stephens, Conference Coordinator  
(404) 880-6143/aestephen1@yahoo.com  
Prof. James McJunkins, Director – Jamaica Study Abroad Program  
(404) 880-8309/jamesolaf@comcast.net  

Jamaica:  Miss Lilieth Nelson, Head, International Programmes, Office of Administration, The UWI (876) 977 1689/ lilieth.nelson@uwimona.edu.jm  
Mrs. Jennifer Green, Administrator, International Programmes, Office of Administration, The UWI (876) 977 1689  
Dr. Canute James, Director, CARIMAC, Mona Campus, The UWI (876) 977 1400/carimac@uwimona.edu.jm
# 2009 Caribbean Culture and Media International Conference (CCMIC)

## Overview of Conference Schedule

### Sunday - July 5th
- Arrival and Registration Check-in: 6:00 p.m.
- Evening Welcome Reception: 7:00 – 8:30 p.m.
- Sponsored by Jamaica Study Abroad Program

### Monday – July 6th
- Registration Check-in: 8:00 - 8:45 a.m.
- Morning Session: 9:00 a.m. – 11:00 a.m.
- Conference Plenary Luncheon: Noon – 2:00 p.m.
- Afternoon Session: 2:15 - 4:15 p.m.
- Coffee Break: 4:15 – 4:30 p.m.
- Dinner on Your Own

### Tuesday – July 7th
- Morning Session: 9:30 a.m. – 11:30 a.m.
- Lunch: Noon – 1:15 p.m.
- Afternoon Session: 1:30 – 3:30 p.m.
- Coffee Break: 3:45 – 4:00 p.m.
- Dinner on Your Own

### Wednesday – July 8th
- Morning Session: 9:00 a.m. – 11:00 a.m.
- Lunch: Noon – 1:15 p.m.
- Closing Plenary & Respondent Roundtable: 1:30 – 4:00 p.m.
- Coffee Break: 4:00 – 4:15 p.m.
- Dinner on Your Own

### Thursday – July 9th
- Tour of Kingston
- Box Lunch
- 9:30 a.m. – 2:00 p.m.

### Friday – July 10th
- Exploring Jamaica on Your Own
Conference Program

Monday – July 6th

Morning Session
Caribbean Culture Journalism & Converged Media
9:00 a.m. – 11:00 a.m.
Dr. Clinton Hutton, UWI, Mona
Prof. James D. McJunkins, Sr., CAU, Atlanta
Dr. Canute James, CARAMIC, Jamaica

Plenary Luncheon
Caribbean Media Session
Noon – 2:00 p.m.
Dr. Hopeton Dunn, Chairman
Jamaica Broadcasting Commission

Afternoon Session
Convergence of Politics, Culture and Media
2:15 - 4:15 p.m.
CAU and UWI Student Panel
CAU: D’Chell Crayton, Anastasia Semien
UWI: Troy Harding, Ruth Howard

Coffee Break
4:15 – 4:30 p.m.

Dinner On Your Own

Tuesday – July 7th

Morning Session
Writing Reviews for Theater and Other Live Performances
9:00 a.m. – 11:00 a.m.
Prof. Joan McCarthy, CAU, Atlanta

Lunch: Noon – 1:15 p.m.
Afternoon Panel Writing for Broadcast Media (Radio and TV)
Session CARIMAC & CAU Panel
1:30 – 3:30 p.m.
Dr. Canute James, CARAMIC, Jamaica
Prof. Semaj Robinson, CAU, Atlanta

Coffee Break
3:45 – 4:00 p.m.
Dinner On Your Own

Wednesday – July 8th

Morning Session Visual Storytelling
9:00 a.m. – 11:00 a.m.
Dr. Alice E. Stephens, CAU, Atlanta

Lunch: Noon – 1:15 p.m.

Afternoon Closing Convergence & the Survival of Mass Media In the 21st Century
Plenary & Respondent Roundtable
1:30 – 3:30 p.m.
Prof. Fae Ellington, CARIMAC, Jamaica
Moderator, Dr. Stephens
Respondents: All Presenters

Coffee Break
3:45 – 4:00 p.m.

Dinner On Your Own

Thursday – July 9th

Tour of Kingston
9:30 a.m. – 2:00 p.m.
**2009 Caribbean Culture & Media International Conference (CCMIC)**

*Sponsored by the Jamaica Study Abroad Program, Department of Mass Media Arts at Clark Atlanta University (CAU)*

*The University of the West Indies (UWI) International Programmes, Office of Administration*

*The Caribbean Institute of Media & Communication (CARIMAC), UWI, Mona Campus*

**Conference Registration Form**

Print/Type full and first name as you wish it to appear on badge.

| Name:________________________________________________________________________ |
| Address:___________________________________Tele: ____________________________ |
| City:________________________State: _________Zip: ________Country ________  |
| E-mail Address:_______________________________|
| School/Company:__________________________________________|

**Conference Registration:** (Includes Lunches, Coffee Breaks & Tour)

<table>
<thead>
<tr>
<th>Registration Rate</th>
<th>Early Bird (postmarked by June 1, 2009)</th>
<th>On-site Registration (July 6, 2009)</th>
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<tbody>
<tr>
<td>Professional</td>
<td>$50.00  _________</td>
<td>$75.00  __________</td>
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<tr>
<td>Student</td>
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<tr>
<td>CARIMAC Member</td>
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<td>Spouse/Other</td>
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<td>(Includes Plenary Luncheon, Tour &amp; Box Lunch)</td>
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</tbody>
</table>

**AMOUNT DUE:** Registration Total  ____________________

Spouse/Other Name:________________________________________

**Accommodation at Mona Visitor’s Lodge, University of West Indies, Mona Campus**

(Single rate: $95.00 per night/Double rate: $130.00 per night. This is not included in the conference registration fee) Check-In Available: Sunday, July 5th - Checkout by Sunday, July 12th

**Accommodation Needed:** Yes / No  
**Arrival:** ____________________  **Departure:** _____________

*If you have missed the “Early Bird” deadline of June 1, 2009, please register on site.*

**Payment Method for Early Bird:** Only checks accepted, made payable in U.S. dollars to Jamaica Study Abroad Program. Mail to: Mr. James McJunkins, Dept. of Mass Media Arts, 223 James P. Brawley Dr. S.W. Atlanta, GA 30314. OR Payments in JA dollar equivalent to UWI, International Programmes, Attention: Mrs. Jennifer Green, 2nd Floor, School of Education Bldg, UWI, Mona, Kingston 7, Jamaica. **Refund Policy:** Written cancellation request required by June 22, 2009, for full refund, minus service fee of $20.00 or JA equivalent.