

Texas State University Explores Narrowcasting as a Campus Communication Tool

At Texas State University, administrators faced the dilemma of communicating with students on a daily basis about campus activities and student union events. Meanwhile, student union vendors needed a way to reach students to promote specials and discounts. In a solution that benefited administrators, campus vendors and students, the university brought an on-campus narrowcasting provider, The University Network, to the LBJ Student Center in 2004.

The University Network (TUN) places large format TVs in high traffic areas on more than 150 campuses across the country and produces video content to meet the needs of each school. The video content and displays are supported by a rotating schedule of advertising such as national movie trailers and ads for cell phone ring tones and toothpaste.

Administrators gauge the effectiveness of the TUN displays in communicating with students by watching the groups who gather to view entertaining movie trailers and stick around to catch the latest campus news.

“Last year I heard students actually singing along to a song that accompanied an ad on TUN,” says Charlie Salas, Associate Director for the LBJ Student Union.

The TUN displays have been so successful, Texas State University recently placed a second plasma screen with a sister operation, Campus Recreation, which allows the schools to share information from campus to campus and broaden the reach of their messages.

More than 12,000 Texas State University students visit the LBJ Student Center each day. TUN-produced Texas State University content includes information about campus restaurant and retail specials and even gallery exhibits. Much of the content is complemented by detailed information available next door in the campus information booth.

“TUN has brought us the ability to broadly and effectively communicate with our students,” says Salas. “We now have access to high quality production and distribution for our own video messaging.”