

UCLA Administrators and Students Benefit with TUN

At University of California, Los Angeles' John Wooden Center, administrators needed a way to communicate with students more effectively. Enter TUN (The University Network), an on-campus narrowcasting solution the university brought to the recreation center in January 2003.

Located in the lobby of the John Wooden Center, UCLA's student recreation and athletic facility, the TUN digital thin display broadcasts a rotation of UCLA-scheduled content and advertising messages such as movie trailers from DreamWorks and Paramount Pictures and public service announcements. Content generated by the UCLA Recreation includes student event promotions and ASUCLA announcements.

"The TUN display is a great way for students to learn about campus and recreational events and programs," says Maureen Wadleigh of UCLA Recreation. "Because the information is available in a variety of media formats and captures attention, programs and events receive greater reach into the minds of the students."

As UCLA Recreation's administrators realize the power of the attractive displays to captivate student audiences, they have devoted increasing technology and staffing resources to designing messaging for the display. TUN provides production services to campuses; however, UCLA produces its own content.

"Our plan for Fall 2005 is to focus our video around four words: Compete, Explore, Exercise and Work," says Wadleigh. "Using these themes, we can convey information about intramural and club sports, instructional classes and fitness, drop-in recreational opportunities and employment. Each ad we create for Fall will tell students how to register and where to get more information."

Wadleigh said that many students often inquire how they can promote their events or even personal enterprises on the screen.

"Students tend to quickly understand the advertising value the screen offers. They enjoy watching the content, and will often pause on their way in or out of the Wooden Center to watch the news and ads displayed," said Wadleigh.

In the 2004-2005 school year, the content was driven by special events such as the expansion of the John Wooden Center and student-organized activities including a blood drive, dance marathon and run/walk benefit. With the plan for expanded, more dynamic Fall 2005 multimedia content on the TUN display, UCLA aligns itself to continue to effectively capture the attention of their most importance audience, students.