

The University of the West Indies Development and Endowment Fund (UWIDEF) has established a digital signage network called 'MonaView', which will be used to raise funds that will go directly towards scholarships, bursaries, capital improvement projects and meal vouchers at the university.

At a luncheon hosted by UWIDEF at the Courtleigh Hotel in St Andrew for members of the Advertising Agencies Association of Jamaica (AAAJ), Chairman Dennis Lalor noted that UWIDEF has revolutionised the way in which it raises funds for student support with MonaView, offering a mutually beneficial product to advertisers.

Guest speaker Dr Earl Jarrett, general manager of Jamaica National, and UWIDEF director spoke about the efficiency of the system and noted that his organisation saved approximately \$2 million by advertising with MonaView.

MonaView is the first and only digital signage network operating at the University of the West Indies (UWI) Mona and western Jamaica campuses and the University Hospital of the West Indies with a reach of approximately 80,000 persons weekly. The network broadcasts advertisements on television screens at 11 locations.

Carla Seaga, executive director at UWIDEF said:

"My team is on a mission to support UWI Mona. We believe that by selling advertisements we not only earn resources to help students in real need, we also provide an outlet for organisations to participate in corporate social responsibility with real returns," Seaga said.

Meanwhile, AAAJ President Kingsley Morris, expressed appreciation for this innovative advertising vehicle and assured UWIDEF of the support of the members of his organisation.

"We thank UWIDEF for sharing this information with us. We look forward to working along with you to promote our clients' goods and services," Morris said.