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Emerging markets

Good morning from the Bank of Jamaica

MAY 20 2019 12:00 AM

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Unless you're au fait with the mechanics of the global financial system, it's not easy to understand what a central bank actually does, let alone how it does it.

Now under pressure from the democratic institutions that once blessed them with independence, central banks have embarked on a campaign to demystify their role in their respective economies.

In doing so, they've tried a variety of communication channels such as press releases, white papers, television interviews and appearances on governmental committees, to name but a few.

But with the new forms of digital media offering arguably a far more direct means of communicating with the public, why not try something a little different?

With that in mind, here's a video released by the Bank of Jamaica over the weekend, featuring non other than American-Jamaican reggae star [Tarrus Riley \(https://en.wikipedia.org/wiki/Tarrus_Riley\)](https://en.wikipedia.org/wiki/Tarrus_Riley):

It's the newest in a set of YouTube videos by the (real) BoJ to outline why predictable, and stable, inflation is a good thing. And it might be the best yet.

Happy Monday.