



November 6, 2023

TO BE READ IN ALL CHURCHES IN JAMAICA UNION CONFERENCE

Dear Brothers and Sisters

We hope this message finds you well.

We are writing to you with an exciting opportunity to make a significant impact on the media landscape and the communities we serve here in Jamaica.

NCU Radio will be hosting a Mediathon from **November 20 to December 1, 2023**, with the aim of raising **JMD\$15 million** to acquire new transmitters and other equipment. This initiative is borne out of the need to expand our coverage of the Island on 91.1, 91.3 and 91.5 from 60 percent to 90 percent and to reclaim our position in the top tier of radio stations from our current position of number 11.

Our theme for this initiative is **"Expanding Our Reach...Inspiring Hope"**. We believe that by expanding our coverage, our already quality content that educates and inspires will be heard by a larger audience thereby increasing our impact and influence.

We are reaching out to you, our members, because we believe that we share the same commitment to community development and the power of media to bring about positive and transformative change in the lives of individuals in our society. We believe that your financial support will not only benefit us, but counterbalance the proliferation of degrading influences prevalent in today's media landscape.

Contributions can be sent via NCU website, salary deduction or bank transfer. The banking information is: NCU Media Group, National Commercial Bank. Chequing Account #501108324. You may also call 876-963-7735/7711 or 876-618-1652 for further information.

Thank you for your support of the radio station over the years.

Sincerely,

Pastor Everett Brown
President
Jamaica Union Conference

Mr. Nigel Coke
Chairman
NCU Media Advisory Board