

Jamaica Union Conference
Office of the President

JAMAICA UNION CONFERENCE OF SEVENTH-DAY ADVENTISTS

125 Manchester Road
P.O. Box 22
Mandeville, Manchester
Jamaica, W.I.
Telephone: (876) 656-8481
Fax: (876) 962-3417
Email: president@jmunion.org
Website: www.jmunion.org



March 16, 2023

TO BE READ IN ALL CHURCHES IN THE JAMAICA UNION CONFERENCE

Brothers and Sisters

Warmest Greetings

Due to the widespread confusion that a video clip which originated at Northern Caribbean University has created in the minds of our members, and after consultation with our Conference Presidents and Institution Leaders, I have decided to write to you in our attempt as leaders to clarify our position on the content of the video.

Let me first apologize for and express our unequivocal disapproval of the video clip that was uploaded and circulated on social media advertising an event that was subsequently held on the campus of Northern Caribbean University (NCU) on March 9, 2023. After a meeting of the Union Administration with the presidents of the five conferences and the presidents of Andrews Hospital and NCU, and having heard from the President of NCU, Dr. Lincoln Edwards, we have taken the decision to share with you our collective position on the matter.

We have been advised that the video clip in question, was created to advertise a cultural production, "Xaymaca", to showcase and celebrate aspects of Jamaica's musical genre. The content in the video is not in keeping with the tradition, Christian culture, spiritual values and ethos of NCU, and in no way reflects the high standard of decency embraced by the Seventh-day Adventist Church.

We have noted statements made by the University's Administration expressing regrets for the embarrassment and damage that this video clip would have caused the wider membership. Furthermore, in our discussions with Dr. Edwards, we respectfully but candidly asked him to cease the production and execution of this event or future events which could potentially create confusion in the minds of our members, students and other stakeholders regarding our true beliefs and practice as a Christian organization.

The University President have also been asked to immediately put in place the remedial measures that are necessary to cauterized the negative impact that this issue would have had on the NCU brand and the Seventh-day Adventist Church at large.

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Brethren, let us reaffirm our commitment to the high ideals and standards of the Seventh-day Adventist Church, and we look forward to the University's Administration upholding these standards and guarding against any future occurrence of this regrettable and unfortunate situation.

Your Brother in Christ

Everett E. Brown
President

/s