

The Virgin Islands Consortium

USVI Ambassadors With Netfa Romain Goes International Through Syndicate Partnership

Entertainment / **Published On April 09, 2019 10:40 AM /**

Staff **April 09, 2019**



JNR Media Solution's flagship series, USVI Ambassadors with Netfa Romain, recently kicked off its 5th season and has now expanded its reach to additional television audiences by partnering with Lily Broadcasting, JNR Media has announced. The show is now seen throughout the Caribbean, Canada and several markets in the United States on One Caribbean TV.

In 2013, the USVI Department of Tourism became the banner sponsor teaming up with Mr. Romain's JNR Media Solutions to tell stories of U.S. Virgin Islanders who are true ambassadors of the territory. Interviews have been held with key players from the worlds of business, entertainment, art, and sports who all call the U.S. Virgin Islands home. The

show also highlights the U.S. Virgin Islands Department of Tourism's Ambassador Program, which empowers U.S. Virgin Islanders who passionately promote the culture, music, cuisine, natural beauty and hospitality of the USVI.

Mr. Romain moved the online short news magazine style show to terrestrial television in 2015, changing the scope from a 10-minute sitdown to a full half-hour format show on TV2 (now VIYA 4, which is currently still running the show on Saturdays at 7:30 p.m. and Sundays at 8:00 p.m.). Since then, USVI Ambassadors with Netfa Romain has won several national television awards. The show is now viewed on all cable systems from VIYA, to DISH and DIRECT TV via the previously mentioned One Caribbean TV, TV2 VIYA 4, WSEEP CBS USVI, and WENY-VI ABC USVI.

The program was created, written and executively produced by Mr. Romain, who said expansion throughout the Caribbean was something that he never imagined happening. "The main intent of the show was to inspire other Virgin Islanders. Now that the show is syndicated, the stories of our people will inspire hundreds of thousand more people throughout the Caribbean, the U.S. and Canada," he said. "It is truly a humbling experience and I look forward to providing additional Virgin Islands inspired content to the world."

Mr. Romain hopes to take the show to the European market in the near future; he said the stories of the ambassadors featured serves in a two-fold manner: as inspiration and also potentially garnering interest in the U.S. Virgin Islands as a destination.

Hailing from St. Thomas, USVI, Mr. Romain is a multi-media video director and producer, broadcast journalist, director, writer, and a video production consultant. He is a graduate of All Saints Cathedral School class of 1994, and later earned his bachelors in communications with a concentration in broadcasting telecommunications and mass media from Temple University in Philadelphia, PA.

USVI Ambassadors with Netfa Romain airs on One Caribbean TV Mondays at 9:00p.m., Tuesdays at 12:30p.m. and 7:00p.m., Thursdays at 12:30 p.m., and Saturdays at 1:00 p.m. and 7:30 p.m.