

The Virgin Islands Consortium

NT Media Says Constitution Convention Committee Inaction Stalled Website, Town Halls and Public Outreach

NT Media says repeated requests for VICCC approvals went unanswered, leaving planned town halls, a website and social media work stalled despite significant preparation. Members will now review the contractor's submissions before deciding how to proceed.

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Nicole Tyson of NT Media.

Questions about what NT Media had delivered under its communications contract with the Virgin Islands Sixth Constitutional Convention Committee took a different turn

Monday after company founder and principal Nykole Tyson presented records showing months of attempts to obtain feedback and approval for work that largely remained unused.

Appearing before the VICCC's Education and Public Information Committee, Ms. Tyson outlined work her company says it completed or substantially advanced since 2025, including planning for town hall meetings, development of branding materials, creation of social media accounts and preparation of a website. She also displayed email and text communications showing repeated requests for committee members to review and approve various stages of the work.

Ms. Tyson entered Monday's meeting against a backdrop of questions about apparently unfinished projects, but said the lack of visible progress did not reflect a lack of work by NT Media. Three planned town halls never occurred even though, according to Ms. Tyson, her team had secured venues and submitted comprehensive cost estimates while awaiting committee authorization to proceed. When another contractor failed to deliver a logo and brand guide, she said NT Media developed its own versions despite those services falling outside the company's original scope.

Social media profiles were also created and website domain names secured, but Ms. Tyson said those assets remained largely inactive because the committee had not approved them. "When I came onto these various virtual meetings...we were never given the opportunity to express what work or share what work we did," she said. "Then also, it was questioned about what communication we gave."

To support that position, Ms. Tyson shared a record of emails and text messages sent to VICCC officials containing information about planned activities, communications materials and requests for approval. Several messages were acknowledged by committee members, she said, but the work was never formally approved or implemented. Referring to the town halls, Ms. Tyson said, "I don't know whatever happened, I just know it was never implemented."

She also recounted a November 2025 meeting during which questions were raised about what NT Media had accomplished. "At this point, we had not received any logo, we had not received any branding guidance...we went ahead and created our own marketing materials," she said. A website draft was subsequently transmitted for review, but Ms. Tyson said the company again received no meaningful response, while requests for meetings during November also went unanswered. "To date, we haven't received any confirmation or feedback on the emails," she told committee members.

Despite those communication problems, NT Media continued developing the website, which Ms. Tyson said is now "ready to go live" once the committee approves it. She said the extended silence continued until late June, when new leadership took over the Education and Public Information Committee. A meeting planned for early July was later cancelled, making Monday the first opportunity for NT Media to formally present the work it had developed.

During that presentation, committee members were shown proposed logos, social media accounts and the website awaiting approval. Ms. Tyson also introduced "Iggy," a proposed VICCC mascot intended to make the constitutional convention and its work

more approachable and accessible to a broader audience.

“Just to summarize, what we’ve created: the deliverables, a brand guide development, official logo development, the website, social media platform setup, sample social media graphics, a brochure, the six constitutional conventions mascot, which would be the first of its kind to be implemented for a campaign of this sort, and domain name secured,” Ms. Tyson said.

She told the committee that NT Media has so far received \$17,000 of its \$50,000 contract.

At the conclusion of the presentation, Delegate Imani Daniel questioned whether the contractor had followed a schedule of priorities developed by the VICCC in April 2025. Ms. Tyson responded that repeatedly seeking guidance without receiving answers made adherence to that schedule difficult. “We’ve done as best as we can without any guidance from the Constitutional Convention,” she said.

Delegate Liliana Belardo O’Neal, vice chair of the Education and Public Information Committee, responded favorably to the presentation, saying she had not previously seen the materials. “I was never presented with anything before, but I am willing to go ahead and approve with the other members of this body that we give you the continuing support and the continuing finances so that you can proceed,” she said, noting that members of the public have been asking what work the constitutional convention has actually been doing.

Delegate Alecia Wells also praised the presentation. “I like to give Jack his jacket,” she said. “I think it’s a good job, I like what I am seeing,” though she also criticized the tone of an earlier interaction she had with Ms. Tyson.

The discussion later revealed that development of a website had not originally been included in NT Media’s scope of work either. “It was not on our radar to create a website because we were told Imani had created a website, and we halted in creating our website,” Ms. Tyson said. “When it was realized that...the website that Imani created as not going to be a part of the Constitutional Convention,” she continued before Ms. Daniel interrupted and requested that she be addressed formally rather than by her first name.

Ms. Daniel subsequently questioned “where this relationship is going specifically,” prompting further discussion about whether the committee was prepared to decide immediately how to proceed with NT Media. Ms. Welcome moved to put the matter to a vote.

Ms. Tyson maintained that her company had fulfilled its responsibilities despite the lack of direction. “There’s protocols in a contract. I believe that we delivered and completed what was we were responsible for, and we did the best that we could without any feedback and responses to the repeated emails,” she said. “We sent the requests for feedback, and we didn’t receive it. And I just want to move forward from there.”

While Ms. Daniel pressed for a decision on the contractor’s future, other delegates resisted taking immediate action, saying they were exhausted and had only just been presented with much of the information under discussion.

The committee ultimately decided that a working group would meet within the coming weeks to examine NT Media's submissions and determine what work should move forward. The matter will then be forwarded to the VICCC's executive committee for further consideration.

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