

Introduction:

Because of the huge blockbuster for academic education from all segments of society in its different ages, it makes it imperative for specialists in this field to keep up with this increasing demand and to harness all possibilities and means to meet this social demand. And where universities of provinces are outcomes of the leadership recognition of the importance of academic education and its huge role in the renaissance of nations and their evolution; the second phase of universities began represented in the universities of provinces to serve civil communities outside the big cities to be tributary to the development of these communities and to keep pace with the country's developmental plans.

And as a result of the technology of information revolution which transferred education from lecture rooms to the space of information; the role of educational satellite channels appeared as a main tributary in the educational and cultural processes for communities.

Vision:

A channel specialized in the research and educational fields and which spreads knowledge to all segments of viewers as partners in this scientific movement.

Message:

The channel seeks to transfer all the educational events and activities of the university and spread knowledge through emphasizing its educational and research output and the

role they play in society, in order to achieve communication within and outside the university.

Objectives:

- 1. Contributing as a supporter to the traditional educational process in order to raise the student level of achievement.**
- 2. Support for continuous communication between members of the community and the university.**
- 3. Emphasize research mobility and display arising and achieved research.**
- 4. Train students to Practice media and technical work.**
- 5. Keep pace with the evolving media and social communication in the field of academic education.**
- 6. Publish all the news concerning the role of the university and its contribution to the development of society.**

Channel pillars:

The channel is based on university students whom are the main engine for this channel; and who build the programs structure and preparation including its procedures to be presented on the screen of the channel. The role of channel management is reflected in the guidance and finding deficiencies and providing ways to raise the level of students in terms of offering training courses or partnerships with specialized media agencies.

And because of the major role of the faculty member in the community of university and its developmental criteria, there for his/her most important responsibilities is in research field since he/she is the main partner for the team operating the

channel in the scientific assessment of research and criticism of scientific productions.

The channel depends on investment of the successive developments in the field of media and education, to help the community of university and its employees to identify all the news, activities and educational and social events inside and outside the university.