



**UNIVERSITY**  
**REPORTERS**

# COMPANY PROFILE

University Reporters is a dynamic broadcasting media company based in Abuja, the Federal Capital Territory of Nigeria. We are dedicated to gathering and telling the compelling stories of universities in Nigeria, Africa, and around the world.

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# HI THERE!

In the vibrant heart of Abuja, the Federal Capital Territory of Nigeria, University Reporters emerges as a beacon of storytelling in the realm of higher education. Born from a passion for knowledge and a commitment to journalistic excellence, our broadcasting media company is poised to embark on a transformative journey, capturing and sharing the compelling narratives that unfold within universities across Nigeria, Africa, and around the world.

At University Reporters, we believe that universities are not just academic institutions but living entities that shape the intellectual and societal landscape. Our station, strategically based in Abuja, serves as a hub for curating and disseminating the stories that emanate from these bastions of learning. We understand that each university has a unique story to tell, and it is our mission to bring these stories to life with depth, authenticity, and a keen sense of purpose.

Our commitment to storytelling goes beyond the conventional. We are not just reporters; we are narrators, weaving a tapestry of narratives that encompass the triumphs, challenges, innovations, and human experiences that define the world of higher education. Whether it's a groundbreaking research discovery, a student's journey of resilience, or the impactful work of educators, we aim to capture the essence of these stories and present them to our audience in a way that inspires, informs, and fosters a profound appreciation for the transformative power of education.

As we embark on this exciting venture, our station in Abuja serves as the nerve center of our operations. From here, we radiate our signals across borders, reaching audiences far and wide. Abuja, with its strategic significance, reflects our commitment to being a national and global voice in the discourse surrounding higher education.

Join us as we embark on this odyssey of exploration and discovery. University Reporters is not just a media company; it is a storytelling enterprise dedicated to unraveling the narratives that shape minds, influence societies, and pave the way for a future where the power of education is universally recognized and celebrated. Welcome to a world where each story is a chapter in the larger narrative of knowledge, progress, and the enduring impact of higher education.



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# ABOUT COMPANY

University Reporters' journey is a narrative of passion, perseverance, and a profound belief in the transformative power of education. Established 11TH NOVEMBER 2023. Our story begins with a vision to create a platform that goes beyond traditional media, focusing specifically on the rich tapestry of stories within the dynamic world of higher education.

In our formative years, we navigated the intricacies of media production, honing our skills in storytelling and journalism. The founders, driven by a deep appreciation for the academic journey and a desire to showcase the often untold narratives within universities, laid the foundation for what would become a pioneering broadcasting media company.

From our modest beginnings, University Reporters grew organically, fueled by a commitment to excellence and a dedication to providing a voice to the diverse stories emerging from universities. Our early projects, ranging from documentary features to live event coverage, established our reputation for delivering content that goes beyond the surface, delving into the heart of the academic experience.

Noteworthy partnerships and collaborations have further defined our journey. Working alongside esteemed universities, educational institutions, and industry leaders, we've forged connections that amplify our impact and contribute to a richer, more nuanced portrayal of the academic landscape.

Looking ahead, our company history serves as a testament to our resilience, adaptability, and unwavering commitment to being at the forefront of educational broadcasting. The chapters already written pave the way for an exciting future, where University Reporters continues to uncover, celebrate, and share the stories that define the ever-evolving world of higher education. Our history is a foundation upon which we build, with each story told reinforcing our mission to be the leading voice in showcasing the transformative power of education on a global scale.



# CEO MESSAGE



As the CEO of University Reporters, it is my privilege to welcome you to a journey of exploration, discovery, and celebration. At the heart of our company is a profound belief in the power of storytelling to shape minds, inspire change, and illuminate the transformative journey of higher education.

In the rich landscape of academia, every university has a unique story waiting to be told. Our mission at University Reporters is to be the conduit for these narratives, bringing to light the triumphs, challenges, and innovations that define the world of higher education.

Our commitment goes beyond being mere broadcasters; we are storytellers on a mission. Whether it's the groundbreaking research reshaping industries, the resilience of students navigating their academic paths, or the inspiring work of educators shaping future leaders, we are dedicated to capturing the essence of these stories with authenticity and depth.

As we embark on this exciting venture, we invite you to join us in celebrating the incredible impact of higher education on individuals and societies. Through our platform, we aim to foster a global conversation that recognizes and appreciates the profound influence of universities.

Thank you for being a part of the University Reporters community. Together, let's unfold the stories that shape minds, inspire change, and contribute to a future where the transformative power of education is universally acknowledged.

Warm regards,

Ahc'mmed Sediq Obaje  
Chairman and Creative Director



# VISION & MISSION

## Vision

Our vision at University Reporters is rooted in the belief that storytelling has the power to empower individuals and communities. We envision a world where the narratives we broadcast serve as catalysts for positive change, fostering a global appreciation for the value of education.

In realizing this vision, we aspire to go beyond conventional reporting. We see ourselves as advocates for the transformative potential of education, using our platform to amplify the voices of educators, students, researchers, and innovators. Through our stories, we aim to bridge geographical and cultural gaps, creating a shared space where the collective impact of higher education is celebrated and recognized.

As we look to the future, our vision encompasses a commitment to staying at the forefront of media innovation. We envision leveraging emerging technologies to enhance the viewer experience, making our narratives more immersive, accessible, and engaging. By doing so, we aim to reach a wider audience and inspire a global conversation about the pivotal role of universities in shaping a brighter and more informed future.



# VISION & MISSION

## Mission

At University Reporters, our mission is to be the leading voice in highlighting the transformative power of higher education globally. We recognize that universities are not just institutions of learning; they are crucibles of knowledge, innovation, and societal progress. Our mission is anchored in the belief that the stories emerging from the world of academia have the potential to inspire, inform, and shape the future.

We are committed to serving as a conduit for these stories, ensuring that the narratives we share go beyond the surface to capture the essence of the academic journey. Our mission is not merely to report facts but to craft narratives that resonate with our audience, fostering a deeper appreciation for the role of education in individual lives and the broader society.

Through our storytelling, we aim to showcase the diverse facets of higher education, from groundbreaking research and intellectual achievements to the human stories of perseverance, discovery, and impact. By doing so, we contribute to a collective understanding of the profound influence that universities exert on shaping the minds and futures of individuals.



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# CORE VALUES

At University Reporters, our core values form the bedrock of our identity, guiding our actions, decisions, and interactions. These values are not just words on paper; they are the principles that define who we are and how we operate. As we embark on our mission to be the leading voice in showcasing the transformative power of education, our commitment to the following core values is unwavering:

## **INTEGRITY:**

- We uphold the highest standards of integrity in all aspects of our work. Our commitment to honesty, transparency, and ethical conduct is non-negotiable. We believe that trust is the foundation of meaningful storytelling, and we strive to maintain the trust of our audience, partners, and stakeholders.

## **EXCELLENCE:**

- We are dedicated to the pursuit of excellence in every facet of our operations. From the quality of our content to the professionalism of our team, we continuously strive to surpass expectations. Excellence is not just a goal; it is a standard that permeates everything we do.





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# CORE VALUES

## INNOVATION:

- Embracing innovation is at the core of our DNA. We recognize that the media landscape is dynamic, and we actively seek out new ideas, technologies, and approaches to storytelling. By fostering a culture of innovation, we stay ahead of the curve, delivering content that is fresh, engaging, and reflective of the evolving needs of our audience.

## INCLUSIVITY:

- We celebrate diversity in all its forms. Our commitment to inclusivity extends to the stories we tell, ensuring that we amplify voices from various backgrounds, cultures, and perspectives. Inclusivity is not just a value for us; it is a conscious effort to create a platform that resonates with a broad and diverse audience.

These core values are more than just guiding principles; they are a reflection of our identity as a company. As we navigate the intricate landscape of higher education and media, we do so with a steadfast commitment to integrity, excellence, innovation, and inclusivity. These values serve as a compass, directing our efforts as we strive to make a meaningful impact in the world of educational storytelling. With each story we tell, we aim to embody these values and contribute to a narrative that inspires, informs, and elevates.



# OUR SERVICE

At University Reporters, our commitment to storytelling extends across a diverse range of services and products designed to capture the essence of higher education. We recognize the multifaceted nature of the academic experience and have tailored our offerings to provide comprehensive and engaging coverage. Our services and products include:

## DOCUMENTARY PRODUCTION:

- We specialize in creating captivating documentaries that delve deep into the stories that define the academic world. From groundbreaking research projects to the personal journeys of students and educators, our documentaries aim to provide a nuanced and insightful portrayal of the diverse narratives within universities.

## NEWS:

- Stay informed with our comprehensive news coverage dedicated to the dynamic world of higher education. Our team is committed to delivering timely and relevant updates on academic advancements, research breakthroughs, and the latest developments within universities. Whether it's policy changes, notable events, or impactful stories, our news service keeps you abreast of the ever-evolving landscape of higher education.

## VOXPOP:

Engage with the vibrant voices of the academic community through our Voxpop service. We bring you real opinions, experiences, and perspectives from students, educators, and stakeholders within higher education. Voxpop captures the diverse and authentic voices that contribute to the rich tapestry of university life, providing a platform for the community to share their thoughts and insights.



# OUR SERVICE

## CAMPUS GIST:

- Explore the core of university life through our Campus Gist service. We carefully select and distribute updates on the most recent occurrences, events, and trends within campuses, providing an engaging and enjoyable insight into the social and cultural dimensions of higher education. Campus Gist serves as your primary resource for remaining linked with the lively atmosphere of university communities.

## EDUCATIONAL SERIES:

- We develop and produce educational series that explore specific themes, subjects, or academic disciplines. These series offer a comprehensive and immersive exploration of various aspects of higher education, making complex topics accessible to a broad audience.

## ADVERTISEMENT:

- Promote your brand, initiatives, or events to our engaged audience through our Advertisement service. Whether you're a university looking to showcase your achievements or a brand aiming to connect with the academic community, our advertising platform provides a strategic and effective way to reach your target audience. Partner with us to elevate your visibility within the higher education landscape.

# THE PROCESS

The storytelling process at University Reporters is a meticulously crafted journey that begins with the identification of compelling narratives within higher education. Through thorough research and collaboration with universities and stakeholders, our team conceptualizes and storyboards each unique narrative, prioritizing authenticity and depth. In the pre-production phase, we plan every aspect of the storytelling process, ensuring a seamless workflow during filming and production. Armed with cutting-edge equipment, our production team captures interviews and footage on location, employing visual storytelling techniques to enhance the narrative. The post-production phase involves meticulous editing to create a cohesive and engaging story, followed by a thorough quality assurance and review process. Once broadcasted through various channels, including television, radio, and digital platforms, we actively engage with our audience to measure impact and relevance. We value feedback as an integral part of our continuous improvement cycle, ensuring that our commitment to capturing and sharing the transformative power of education remains at the forefront of our storytelling efforts.

Through this comprehensive and thoughtful process, University Reporters aims to not only capture the stories within higher education but also to present them in a way that resonates, inspires, and contributes to a broader understanding of the transformative power of education.

A black and white photograph showing a close-up of a hand holding a pen, with the pen tip pointing towards the bottom right. The hand is wearing a watch with a dark strap.

# OUR GOALS

At University Reporters, our overarching goals converge on the commitment to stand as the foremost voice in illuminating the transformative influence of education. We envision comprehensive coverage that captures the diverse narratives within universities, extending our reach globally to contribute to a universal conversation on the impact of education. A cornerstone of our goals is the pursuit of innovation in storytelling, employing cutting-edge technologies and creative approaches to captivate and inspire our audience. Building strategic partnerships, fostering community engagement, and impactful Corporate Social Responsibility initiatives are integral elements of our mission, as we actively advocate for the societal importance of higher education. Through continuous learning and adaptation, we aim to stay ahead in the dynamic media landscape, positioning ourselves for recognition as a benchmark for excellence in educational broadcasting. Ultimately, our goals reflect a vision where the stories we tell go beyond narratives to make a tangible and positive impact on individuals, communities, and the broader landscape of higher education.



# OUR PROJECT

Embarking on a journey of inspiration and insight, "Our Project" at University Reporters is a collective endeavor to weave a tapestry of narratives that resonate with the transformative power of education. With a focus on comprehensive coverage, our project seeks to unearth and showcase the diverse stories within universities, spanning groundbreaking research, personal journeys, and the societal impact of higher education. This ambitious undertaking is driven by a commitment to global reach, aiming to connect with audiences worldwide and contribute to a universal dialogue on the profound influence of learning institutions. Innovation is at the heart of our project, as we leverage cutting-edge storytelling techniques, new technologies, and immersive approaches to create content that captivates and inspires. Building strategic partnerships and engaging with our community are integral components, amplifying the impact of our project and fostering a shared appreciation for the role of universities in shaping the future. As we navigate this dynamic landscape, "Our Project" is not just a collection of stories; it is a testament to our dedication to excellence, advocacy for education, and the belief that each narrative has the potential to make a meaningful impact on the way we perceive and value higher education.



# MEET THE TEAM





# CONNECT WITH US



## FOLLOW US ON OUR SOCIAL NETWORK

