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KASU Community Welcomes Launch of KASU Television, Calls for Strong Viewership

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The official launch of KASU Television (KASU TV) has been warmly received by principal officers, staff and stakeholders of Kaduna State University, with many describing the initiative as a major milestone in strengthening the University's communication, visibility and digital transformation.

In his Second Quarter Report to the Governing Council, the Vice-Chancellor, Professor Abdullahi Ibrahim Musa, said the establishment of KASU TV demonstrates the University's commitment to enhancing institutional communication, digital media and public engagement. He explained that the station will serve as a platform for showcasing KASU's academic, research,



administrative and community engagement activities while providing practical learning opportunities for students in media and communication-related disciplines.

The three Deputy Vice-Chancellors—Professor Yusha'u Ibrahim Ango (Academic), Professor Muhammad Bashir Ali (Administration) and Professor Helen Afang Andow (Strategy, Innovation and Service Delivery)—commended the Corporate Services team for the initiative. They stressed that the station should consistently produce quality content that



Meeting of the KASU Governing Council





Mal Abdulhamid Dembos
Director-General NTA

reflects innovation, excellence in teaching, research and service, while remaining relevant to its audience.

The Registrar, Barrister Samira Umar Balarabe, the Bursar, Hauwa'u Dalhat Muhammad, and the University Librarian, Dr. Babangida Umar Dangani, also applauded the launch. They urged the KASU TV team to uphold professionalism and ensure balanced coverage of activities across all colleges, departments and units of the University.



Other stakeholders equally praised the initiative.

Provost, College of Art, Education, Humanities and Law Professor Ahmed Babajo Kofa commended the commitment of the team, describing the project as innovative, while encouraging more lively and engaging programming that clearly distinguishes television content from the University's written bulletin. Professor Cyril Afuwai Gwazah expressed hope that the station would give greater prominence to science, technology and innovation. The Head of the Department of History, Dr. Suleiman Shehu, described the launch as "a good start," while the Director-General of the Nigerian Television Authority (NTA),



Mallam Abdulhameed Dembos, sent a goodwill message, saying, "Ma sha Allah, Allah ya taimaka."

As KASU TV begins broadcasting, members of the University community have been encouraged to actively watch, share and support the platform. With a population in thousands of staff and students, sustained viewership and engagement will be vital in making the station a vibrant channel for promoting the University's achievements, research excellence and corporate image.