

For Immediate Release



AUB and Al-Jazeera celebrate success of collaborative TV science program

Beirut, Lebanon- 27/05/2011 - The Faculty of Arts and Sciences at the American University of Beirut in coordination with Al-Jazeera Children's Channel (JCC) organized a special event to celebrate the successful collaboration between the University and the Channel in producing experiments for a popular educational TV science program for children.

The event took place on May 20 in the Samir Zaabri Science Lecture Hall and brought together people from AUB and Al Jazeera Children's Channel.

Called Physiakawn, the TV program consists of a series of episodes on various scientific concepts explained in engaging and simple ways to a young audience. The program was created with the help and expertise of NHK, one of the public broadcasters in the world that produce quality scientific content.

"The collaboration between AUB and JCC for the Physiakawn program encourages children to be curious about the world around them and widens the base of scientific knowledge and interest among young people," said Arts and Sciences Dean Patrick McGreevy, following an introduction by Physics Professor and Associate Dean Malek Tabbal, who contributed as an expert to the first two episodes.

"Usually when we think TV, we don't think academics," said Mahmoud Bouneb, JCC's Executive General Manager. "Unfortunately, in the Arab world, science is not a popular subject and is considered to be confined to the elite segments of society. That's why we wanted to bring science closer to kids and to do that in Arabic."

The event included one of the prize-winning episodes in which an experiment was conducted to determine the speed of sound through measuring the distance it travelled in a certain time. JCC also awarded AUB a grant in recognition of its contribution to the science education on TV.

AUB has contributed to several episodes of the program, which has already been awarded several prizes at regional and international festivals.

The success of this collaboration is a direct consequence of the dedication that both AUB and JCC hold towards serving the community and the people of the region by promoting public awareness of science and knowledge and their role in the advancement of mankind.

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Note to Editors

About AUB

Founded in 1866, the American University of Beirut bases its educational philosophy, standards, and practices on the American liberal arts model of higher education. A teaching-centered research university, AUB has more than 600 full-time faculty members and a student body of more than 7,000 students. AUB currently offers more than 100 programs leading to the bachelor's, master's, MD, and PhD degrees. It provides medical education and training to students from throughout the region at its Medical Center that includes a full service 420-bed hospital.

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