**Bassima Victor Jamil Odeh Sam'an**

Through hard and serious work, Bassima Sam'an is known to Jordanian people as a well-educated and hard-working woman.

She is a Wife and a mother for 3 Children, She Carried the message of love and peace, from east to west, calling for unity of humanity. Sam'an has adopted many initiatives, joined activities and being an effective part in international conferences, provided working papers and views of the East, in a time it is suffering from a lack of security and economic instability. Sam'an concentrated also on the principles of co-existence in a society shared by Muslims and Christians, values and principles of brotherhood and citizenship, within a leadership that believes in pluralism, democracy and acceptance of the other to build a decent life for humans. Sam'an worked on presenting to the audience, the various activities of the Kingdom, aiming to show the whole world how much Jordanian society is living and practicing religious coexistence. Having a Master Degree in Business Administration from German Jordanian University and preparing her PhD thesis, in «International communications and social networking» from the University of Florida, made her going along with most societies presenting her own society experience. Media steps First steps in media world were at the early days of 2000, Sam'an being a coordinator of Jordan in the Catholic Patriarchs churches of the Holy Land. In 2002 she became the Secretary General. Yet, the audio-visual media experience started as she worked as a reporter for Lebanese satellite channel Nour Sat and Tele Lumiere" in Jordan. Sam'an , Opened a regional office for the satellite channel of Noursat in Jordan. The great and hard work, was the Successful and full coverage for two Papal visits to Jordan, Asam'an made.

Reports about Jordanian society and people as well , presented Jordan very well for audience in the whole world. Jordan in a week Through her weekly news bulletin, Sam'an identify Jordan to the whole world, «Jordan in a week» includes various activities of the Kingdom, and this window presented Jordanian people across the world to realize how the Jordanian society is a society of coexistence. From mosques and churches, streets showing everyday life to camps full of displaced and suffering people, Sam'an hold the microphone for all to speak their own words and world. Society values existence as a whole over the existence of individuals. Individuals, as Sam'an believes, are valued only so far as how they can contribute to the creation and maintenance of their society. It is time for individuals to take responsibility for their society, Sam'an believes, as well media also can be used to promote bridges of communication with the various international institutions, and transfer the image sincere about what is in Jordan.