



office for the cyberspace has been activated at the Communications and Media Center of Astan Quds Razavi, producing content in various formats for the cyberspace. For distribution, in addition to the official webpages of Astan Quds Razavi on virtual platforms, a vast network has been created. The most important components include media affiliated with the center, webpages of other departments of Astan Quds Razavi, official and unofficial media outlets active in cyberspace, media servants' networks, distribution networks of revolutionary institutions, and networks of Imam Reza supporters, consisting of dedicated pages and personal media.

Various campaigns such as "Wednesdays for Imam Reza," "We Are All Servants of Imam Reza," "Aram-e Janha (A Peace of Souls)," and "Vow of Water" are also pursued in this domain. The comprehensive portal of Astan Quds Razavi serves as the main reference for activities on the web, along with the mobile applications "Rezvan" and Razavi holy shrine social network "Nasim Rezvan."

"Media Trend Generation"

The Communications and Media Center not only produces and directly distributes Imam Reza media products and participates in related productions, but also fosters the growth of Imam Reza media content production in various formats. Organizing four editions of Imam Reza Media Festival, receiving thousands of works from hundreds of media professionals, and the first edition of the Service Media Festival for servants across the country are among the initiatives in this regard.

"High-Quality Visual Productions"

Participating in the production and broadcasting of high-quality television documentaries, cinematic and short films, TV series, and esteemed music videos with Imam Reza-related themes is a key focus in

recent years. Documentaries like Astan-e Janan "Shrine of the Beloved," "A Service More Desirable than Allegiance," "Manifestation," "Companion," "Towards the Ocean," Dar al-Shifa "The Haven of Healing," and "The Service Portico," as well as participation in TV series production such as "The Knot," "The Vow," and "Once Upon a Time, Brother," along with dozens of music videos and short films produced in recent years, exemplify this approach.

"Special Productions for Children and Adolescents"

Attention to the age group of children and adolescents in the media domain of Astan Quds Razavi has not been neglected. Creating dedicated virtual webpages for this age group, continuous multimedia productions, designing and organizing competitions and social and media campaigns have been planned and welcomed by children and adolescents nationwide. Producing children's programs in the shrine for the first time, and designing and producing several children's music videos have also been undertaken in recent years.

"Public Opinion Monitoring"

One of the critical activities of the Communications and Media Center is two-way interaction with the audience, collecting feedback, suggestions, and critiques from the shrine's audience. In this regard, in addition to the 24-hour national phone system 138, various opinion and survey projects plus reports delivered by the servants of the shrine are collected as feedback and suggestions and presented to the specialized sectors of Astan Quds Razavi.

Periodic reporting, responding to questions, feedback, and suggestions from callers, and providing innovative strategies in designing programs for different departments of Imam Reza shrine are some of the activities