



pursued in the public communications sector of the Communications and Media Center.

"Outdoor Advertising and Urban Decoration"

Continuous advertising and media messages derived from Imam Reza's life and conduct are displayed at the entrances of the shrine, across Mashhad city, and in major cities nationwide by the Communications and Media Center. Typically, in collaboration with the municipality, over 400 billboards, bridge advertising, roll-ups, and scaffolds are used for uniform outdoor advertising for each event. Billboards, digital displays, and outdoor LED screens in Mashhad and other major cities, landscaping the entrances of Mashhad including the airport, railway station, terminal, shrine elevators, and using urban displays like the metro stations, mural paintings in Mashhad and major cities, and 16 information boards at the entrances of the shrine are part of the outdoor advertising capacity of the center.

"Artistic and Media Event Creation"

The Communications and Media Center, utilizing the immense and appealing capacity of art, has been able to convey valuable concepts like love, sacrifice, forgiveness, and kindness to the world through images, graphics, illustration, typography, photography, painting, motion graphics, video productions, theater, literature, poetry, street performances, and other forms of arts. Organizing art festivals, supporting artists, creating artistic and cultural centers, and using art in media productions are part of the activities of this sacred institution in the field of art. Events like "From Quds to Quds" creating 14 artistic works in support of Gaza, hosting the world's largest Quranic gathering at the shrine, organizing the national event of Safina al-Najat (The ship of Salvation) with 500 artists at Imam Reza shrine, and participating in the "Grand Imam Reza Festival" aiming to model joyful and

faithful festivities in the city are among these initiatives.

"Disseminating Astan Quds Razavi's Discourse by Quds Cultural Institute"

Quds newspaper, with 37 years of history and achieving Category A and Rank 6 among the country's newspapers in the latest ranking by the Ministry of Culture and Islamic Guidance in 2023 (ranking 29 and 15 in 2017 and 2020 respectively), follows the priority discourses and topics of Astan Quds Razavi in the country's media industry, focusing on topics like pilgrims and pilgrimage, Islamic Revolution discourse, and cultural and social issues.

Expanding activities in the cyberspace has been a serious approach of Quds Cultural Institute in the past two years, resulting in Quds Online becoming the most popular virtual media affiliated with the country's newspapers in social networks and messaging apps. Establishing new virtual media like Ravaq, Red Line, Ahl Haram, and more is pursued in this regard. Additionally, Quds Cultural Institute experienced a %700 growth in revenue after several years of stagnation and reduced its dependency on Astan Quds Razavi's subsidy from %47 to %19 by 2024.

"Research and Development"

The backbone of activities at the Communications and Media Center of Astan Quds Razavi is an integrated structure of planning, supervision, and evaluation, continuously engaging in applied media research, assessing the public image of the shrine, designing thematic and occasional media appendices, drafting regulations, overseeing and evaluating media activities, coordinating the public relations system in various parts of the shrine, and providing specialized and professional training for active staff at the center.