



## Chapter One: History

According to historical documents, the unofficial public relations structure at Astan Quds Razavi dates back to before 1921. With the establishment of organizational structures and the appointment of superintendents or vice-superintendents by contemporary rulers and leaders, given the increasing number of pilgrims and services needed to efficiently manage affairs, the scope of reporting activities gradually expanded. During certain periods, individuals at different capacities like secretaries were responsible for documenting events related to the superintendents and vice-superintendents.

In the 1950s, the secretariat of Astan Quds Razavi, called 'Dar al-Insha' handled all correspondence and related affairs as part of the vice-superintendent's administration. For the first time in 1968, significant changes were made to the organizational chart, forming a public relations department under the financial and administrative affairs division. After the 1979 Islamic Revolution, the Public Relations Office and later the General Directorate of Public Relations were established at Astan Quds Razavi. In 2016, with the addition of media, the office was renamed General Directorate of Public Relations and Media, followed by the establishment of the Communications and Media Center. Currently, the Communications and Media Center operates as a key entity within the central headquarters of Astan Quds Razavi under its deputy.

## Chapter Two: Policies

Article 3 of the macro-policies of Astan Quds Razavi focuses on enhancing two-way interactions with media and the public, and improving the public image of Imam Reza shrine. Topics such as designing and improving the favorable image of Imam Reza shrine as a trustworthy, efficient, service-oriented, public, responsive organization

based on endowment and donations, enhancing relationships with stockholders with maximum transparency in information and organizational performance, providing necessary platforms for advertising and information dissemination, transmitting scientific and cultural messages, using domestic and international media participation, and creating platforms for two-way dialogue with the public, groups, sectors, and systems of thought are emphasized under this principle.

## Chapter Three: Missions

Based on the macro-policies of Astan Quds Razavi, the Communications and Media Center has four primary missions:

- Increasing social capital and improving the public image of Imam Reza shrine
- Spreading and promoting the teachings of the Quran and Ahl al-Bayt, especially those attributed to Imam Reza
- Explaining, promoting, and following the discourses and issues of Imam Reza shrine in the public domain
- Monitoring and analyzing public opinions and two-way interactions with the audience of Imam Reza shrine

## Chapter Four: Areas of Activity

The main tasks and areas of activity for the Communications and Media Center of Astan Quds Razavi are categorized into several formats:

### "Explanation Jihad"

Imam Reza shrine has always been subject to serious attacks by hostile media outlets. Therefore, informing about the services of this sacred institution and countering media attacks is defined as one of the major priorities of the Communications and Media Center's work. Covering news events of Imam Reza shrine, informing about services of various departments, designing and implementing media appendices for major