

Audio-visual aids for media coverage of the opening of the Terraces

The Bahá'í World Centre is preparing a number of audiovisual tools to assist media in their coverage of the opening of the Terraces on Mount Carmel. Listed below are the various options that you can offer to your national media. Some of the audiovisual options could even be interesting enough to present to a journalist as news. For example, the opening events will appear live on the Internet, enabling Bahá'ís around the world to log on to their computers and follow the events from their homes or local centers.

1. Live satellite broadcasts

There will be live satellite broadcasts of the major inaugural events on 22 and 23 May. By tuning into the satellite coordinates at specific times on those dates, television stations can record or air the events, either as part of a live broadcast or to obtain material for a news story to be aired immediately after the event or for a feature later on.

The satellite feed will include the following elements:

- A test of the satellite link will be conducted on 15 May 2001, from 09:00 to 10:00 GMT. Television stations or satellite downlink vendors who wish to do a trial run may contact the Comtec production company (<comtec2@netvision.net.il>) for general inquiries and assistance with the test.
- On the afternoon of 22 May (15:00 GMT) before the dedication, a 30-minute, pre-prepared film about the history and significance of the Terraces will be broadcast as an introduction to the opening events.
- On 22 May (15:30 to 17:00 GMT), the main dedication program will be broadcast live. The broadcast will include a world premiere concert performed by the Israel Northern Symphony and well-known soloists at the base of the mountain, as well as speeches by Israeli officials, and a message from the Universal House of Justice. The music will climax with the lighting of the Terraces and the Shrine of the Báb.
- On the morning of 23 May, highlights of the 22 May program will be edited into a 4-minute news story and broadcast before the morning program.
- On 23 May (07:00 to 08:00 GMT) a devotional program for the thousands of Bahá'í participants, followed by their silent ascent of the Terraces to the Shrine of the Báb, will be broadcast live.

How to use the broadcast:

- Contact a satellite downlink vendor in your area to arrange for broadcast and/or recording of the feed. If you need help locating a vendor, we suggest logging onto one of the following web sites: <www.tvnewsweb.com>, <www.satcomresources.com/index.cfm>, <www.pamamsat.com>, or <www.eutelsat.org>.
- Approach cable, public and commercial television networks and suggest that they consider airing all or a portion of the broadcast.
- Recommend to news and public service directors, in radio, print and television that they record the event and report on it.
- Check with hospitals, universities, colleges and hotels, as many of them have low cost downlink satellite conference facilities for lease or free to non-profit religious organizations.
- Organize a regional closed circuit viewing. Consult with a satellite downlink vendor about the cost of setting up a receive site in a convention center. You will need large screen projection and a PA system. You may be able to use a smaller consumer size satellite antenna to receive the signal.

- Arrange with a television or cable network to record the event (possibly for a fee) for viewing at a later date.
- The material is copyrighted and may not be used for commercial purposes. An official set of VHS tapes will be available for sale at a later date.

Times:

- 15 May 2001: 09:00 - 10:00 GMT [Test]
- 22 May 2001: 13:30 - 17:30 GMT [Programmed events]
- 23 May 2001: 05:30 - 08:30 GMT [Programmed events]

Coordinates by World Area Beam:

EUROPE/MIDDLE EAST

Satellite: EUT W1

Position: 10.0°E

Txp: B5/1

D/L Freq.: 11,134.75H

D/L Details: Symbol Rate: 5.6320 Msym/s FEC: $\frac{3}{4}$

Contacts: SATLINK ISRAEL: MCR: +972-2-5334992

AFRICA

Satellite: INTELSAT 604

Position: 60.0°E

Txp: 38/38

D/L Freq.: 4,182.5RHCP

D/L Details: Encoding: SA Power Vu.

Symbol Rate: 5.6320 Msym/s FEC: $\frac{3}{4}$

Contacts: GlobeCast Gray's Inn Road: MCR: +44-207-7530909

ASIA

Satellite: ASIASEAT 2

Position: 100.5°E

Txp: 8A/A1

D/L Freq.: 3,926.5V

D/L Details: Encoding: NDS 3000.

Symbol Rate: 5.6320 Msym/s FEC: $\frac{3}{4}$

Contacts: SATLINK ISRAEL: MCR: +972-2-5334992

TRANSATLANTIC

Satellite: NSS 803

Position: 21.5°W

Txp: 74/14

D/L Freq.: 4,013.5RHCP

D/L Details: Symbol Rate: 5.6320 Msym/s FEC: $\frac{3}{4}$

Contacts: GlobeCast Staten Island: MCR: +1-718-2894300

NORTH AMERICA

Satellite: TELSTAR 6

Position: 99.0°W
Txp: C1
D/L Freq.: 3,720.0V
D/L Details: Video: ANALOGUE AUDIO FREQ. 6.2/6.8
Contacts: GlobeCast Staten Island: MCR: +1-718-2894300

SOUTH AMERICA

Satellite: NSS 806
Position: 40.5°W
Txp: 12B/34
D/L Freq.: 3,849.0RHCP
D/L Details: Encoding: SA Power Vu
Symbol Rate: 18.800 Msym/s FEC: $\frac{3}{4}$
Video PID: 3460
Audio PID: 3420 (channel 1)
Audio PID: 3421 (channel 2)
Audio PID: 3422 (channel 3)
Audio PID: 3423 (channel 4)
Contacts: GlobeCast Miami: MCR: +1-305-3414500

2. Live radio broadcast

Certain radio stations will be able to obtain an audio signal originating from Haifa allowing them to broadcast the concert live on the evening of 22 May, or to record segments for a news story. The concert will run from 15:30 to 17:00 (GMT). The Israel Broadcast Authority is sponsoring a live radio broadcast that will transmit the concert throughout Israel and will feed the signal to the European Broadcast Union (EBU). The EBU has already offered the program to their subscriber radio stations throughout the world (mostly in Europe). The Bahá'ís in each country should approach their major (subscribing) radio stations in order to encourage them to carry the program.

3. Audio recording

A professional audio recording will be made of the 22 May inaugural concert, to be used in the production of a compact disk at a later date.

4. Live Web cast

The events on 22 May will be shown on a live 'Web cast'. Any one with Internet access will be able to watch or listen to the events live from official Bahá'í Web sites (<www.bahai.org> and <www.bahaiworldnews.org>) and possibly other portals. The video and audio feed of the concert will also be saved on the Web sites for future listening and viewing. A live Web cast in Persian will be arranged by the Bahá'í Radio Program Payam-e-Doost in Washington, D.C.

You may wish to approach Web sites based in your country that offer broadcasts of similar events or music, to see if they are interested in setting up a link to the Bahá'í Web sites. The fact that Bahá'ís around the world will follow the inauguration on the Internet could also be an interesting angle for media.

5. Photographs

Photographs of the event taken at 300 dpi resolution by official photographers will be scanned and included on the Bahá'í World News Service Web site (<www.bahaiworldnews.org>), and possibly made available on the morning of 23 May. The quality of the photographs should be good enough for newspapers and most magazines.

6. Video news release

A short video news release to promote the opening to the media is now available in English, French and Spanish. The Office of Public Information is mailing copies under separate cover to all National Spiritual Assemblies in the appropriate format (NTSC, PAL, or SECAM). The video attempts to capture the interest of the media, and particularly television, with beautiful images of the Gardens and Terraces, accompanied by a news-oriented script, and can be shown to television journalists or producers or aired as a stand-alone piece. In addition to the news release, the tape contains footage of the Terraces to give more material and background for media.