

## **The Role Media Can Play in Raising Awareness of the CTBTO Goals**

Media is powerful, and we should take advantage of its worldwide reach to communicate the scientific knowledge to both decision makers and the public. This will help the CTBTO in achieving its goals and its accomplishing essential mission; that's to make The Comprehensive Nuclear-Test-Ban Treaty enter into force. Media and journalists can simplify the multitude of linkages science, technology and society have among the general public, by creating a compelling form of stories. Hence, engaging more young sci-journalists will attract people's attention to the benefits and importance of having the CTBTO. For instance, the IMS data and IDC products can be utilized for civil purposes (apart from their main purposes). Moreover, digital media can act as a facilitating bridge between people and nuclear science, the thing that can contribute to making the complex concepts more comprehensible to people. This needs well-trained journalists that believe in the CTBTO values and have the ability to analyze the data carefully and present them in an interesting, direct and professional way to the audience. While our audience could be policy, decision-makers or the general public. Like any other organization, the CTBTO can support this form of journalism in order to achieve its collective goals.

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