



One obstacle that stands in the way of encouraging the engagement of more policy-makers and youngsters in the CTBTO's work is the gap between science and media. Thus, investing in a new generation of young sci-journalist can help the CTBTO achieve its goals and attract interest.

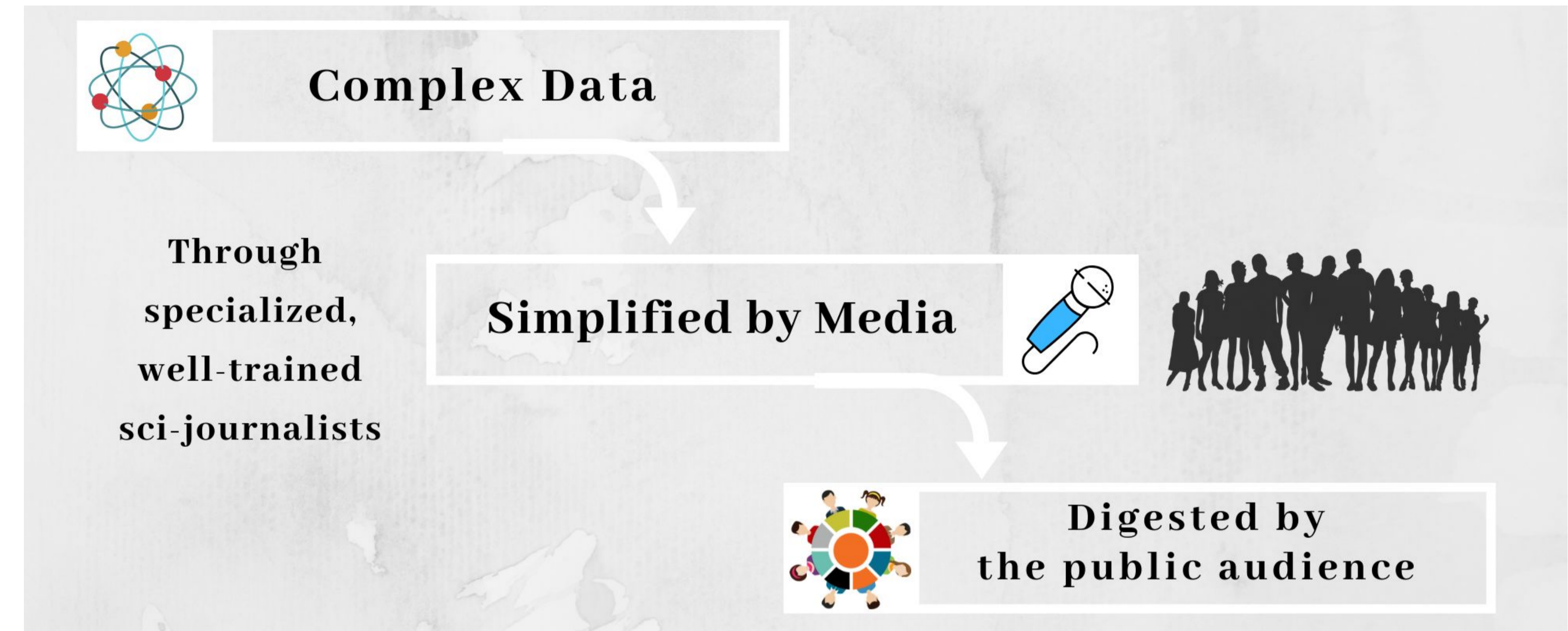
Media is powerful, and we should take advantage of its worldwide reach to communicate the scientific knowledge to both decision makers and the public. This will help the CTBTO in achieving its goals and accomplishing its essential mission; to achieve The Comprehensive Nuclear-Test-Ban Treaty entry into 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 the non-expert audiences. This needs well-trained journalists that believe in the CTBTO values and have the ability to analyze the data and present them in an interesting, visually-appealing and professional ways to the audience. The CTBTO audience could be policy/decision-makers and the general public. Like any other organization, the CTBTO can support this form of journalism in order to achieve its collective goals.

The press and the media do not just act as a mirror that reflects reality, they also shape it.

When media concentration on an issue, this leads the public to perceive this issue as more important than other issues. The mission of the CTBTO concerning this; is to work towards creating a media that focuses on an issue that's really worth focusing on, banning nuclear testing and pushing policymakers to help to remove fingers of nuclear buttons. Because one press on a button can cause irreparable damages and devastating consequences, ending the lives of thousands, if not millions, human beings and living creatures.

The CTBTO should work on **utilizing the best journalism tools** and **focus on the factor of frequency** as well, because the larger number of messages creates the desired aggregate impact. The more frequently and prominently the news media cover an issue, the more instances of that issue become accessible in audience's memories.

This all is supported by the theory of **Agenda-setting**, which describes the ability of the media to influence the importance placed on the topics of the public agenda.



----- Challenges and Recommendations -----

The Need for a Stronger Collaboration Between The Scientists and Journalists

Science specialists could play a pivotal role in facilitating the science communication of the CTBTO. Collaboration could be accomplished in two ways:

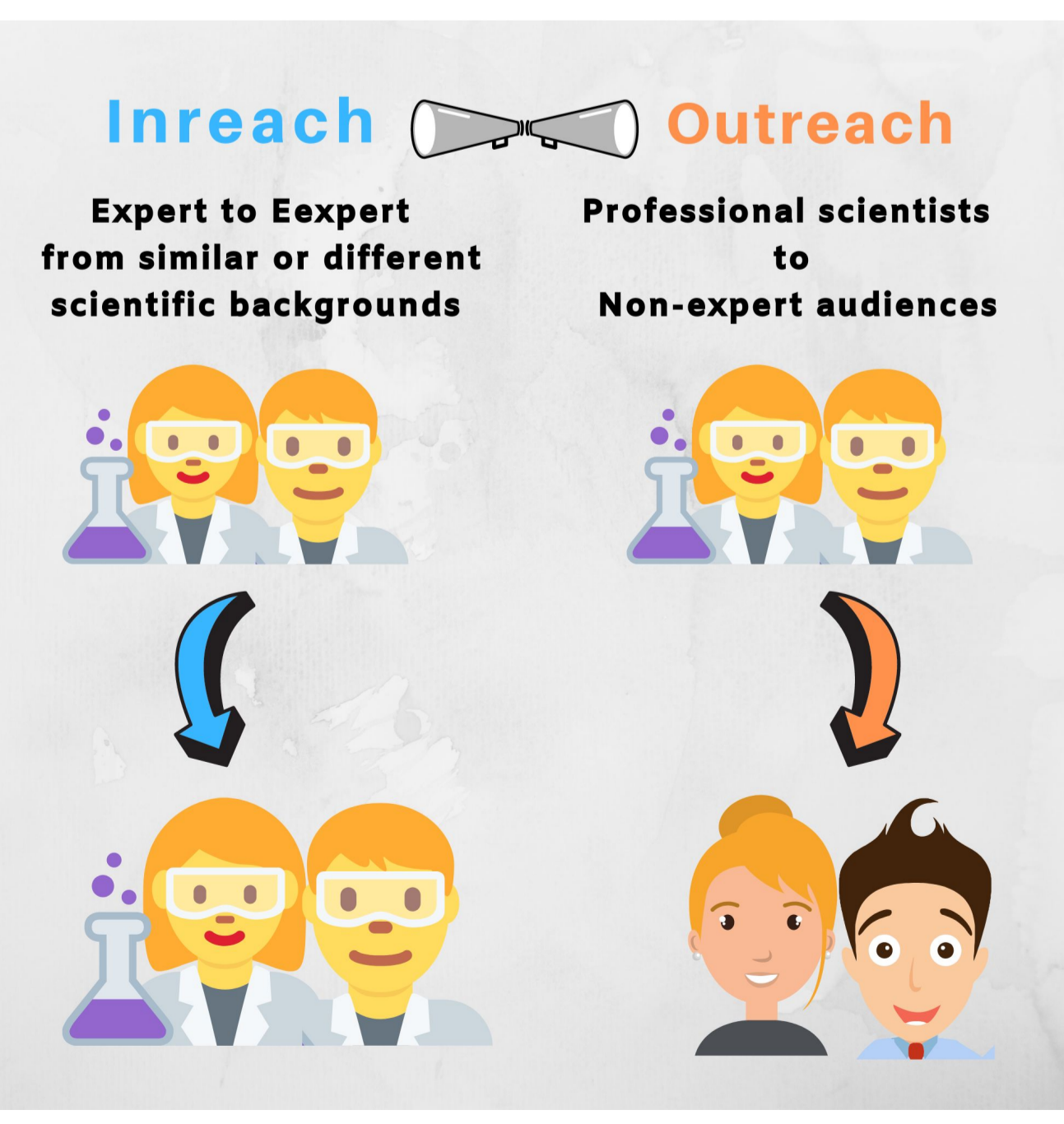
- 1- Science specialists aiding and guiding journalists:**
 - * There is a need to strengthen the cooperation between scientists working with the CTBTO and journalists, and scientific informants to learn more closely about how to deal with scientific topics in the media and how to communicate them in an easy, simple and attractive way for the general public.
- 2- Scientists acting like citizen journalists:**

Scientists and professional experts can use different channels, like social media platforms, to deliver information to non-expert audiences.

Some scientists, even the young, are hesitant to use social media outlets due to several possible reasons, such as:

 - *Lack of knowledge of the platforms and on how to make meaningful posts
 - *Don't believe in the importance of these platforms to share their research
 - *Don't invest in time to add the information into the accounts themselves
 - *Don't perceive these platforms as professional enough to put out/receive info.

Scientists can be trained on some techniques to improve their **storytelling** skills and enhance their ability to use **metaphors** and **humor** in delivering knowledge.



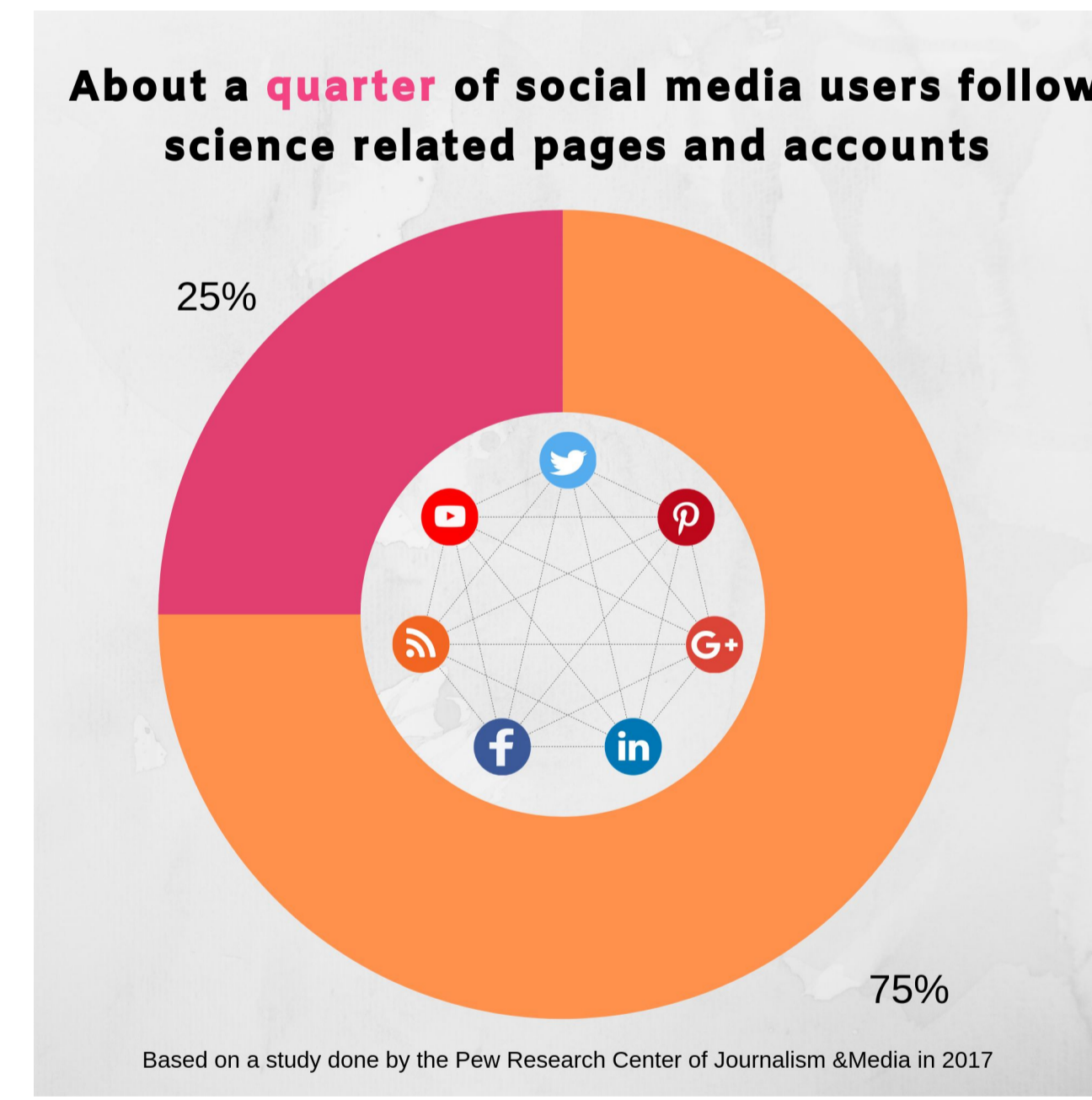
The Complexity of the CTBTO Data and Techniques

The data IMS receives from the monitoring stations are raw. The CTBTO **collects data** from around the planet using four technologies; *Seismic, Hydroacoustic, Radionuclide and Infrasound*. After that, the data go through the **processing phase**.

The process is quite **complicated** and constitutes of several stages. For instance, it starts with receiving signals and acoustic waves in the infrasound stations and end up with some valuable data that could be used in weather prediction to help a family living by a river bank in some village to take the decision of relocating to a safe area.

It's not as simple as that. However, the public audience will advocate for the CTBTO mission only when they're able to understand this multiphase process and how it can be **related to their lives and affect them directly**. In addition, raising awareness on the CTBTO through media can provoke policy-makers to contribute to the organization and help the treaty enters into force.

The CTBTO can work on: Linking science, technology, and all other areas of social, political, economic, and other issues, because they relate directly to to people's lives, such as in the case of climate change. **It is essential that audiences be given an emotional connection to the story**, especially when the subject is as intellectual as this. The stories must feel **personal** and **human**.



"If you can't explain it to a six year old, you don't understand it yourself". This quote of Einstein could be applied on explanatory journalism and kind of gives us a clue on how journalists should have a great level of understanding on a subject before creating a journalistic material about it.

The CTBTO can increase the public understanding of its technologies, applications, and scientific literacy in general through investing in a new generation of young sci-journalists.

Journalists should have special training and workshop related to the work of the CTBTO. Because even if the journalists have solid sci background, they could lack knowledge on the CTBTO work and technologies. This could be due to several reasons, one of them is that some scientific and civil applications of the CTBTO are absolute unique and can only be achieved with the IMS data because of the uniqueness of this global monitoring system. The CTBTO can provide journalists with:

- *Educational Resources**
The CTBTO can has its own cadre of sci- journalists that are specialized in certain fields related to its work.
- *Training Opportunities**
The training opportunities could include field visits and interactive sessions.

The Need For More Qualified Journalists Who Are Interested in the CTBTO