

## Stakeholders in Support of the CTBT

*Thursday 22 June 2023 14:20 (15 minutes)*

When the PTS was formed after the Treaty opened for signature in September 1996, the media landscape was very different. Social media platforms like YouTube, TikTok, Snapchat, Instagram, LinkedIn, Facebook, and Twitter did not exist. Most people around the world got their news from a handful of media companies (cable news outlets MSNBC and Fox News in the United States and Al Jazeera in Qatar launched in June, October, and November 1996, respectively). The digital information landscape was also very different. In 1994, two years before the Treaty opened for signature, there were 2,738 registered websites. Today there are more than a billion. Online publications, blogs, podcasts, viral videos, infographics, gifs, and animations are all ways in which people receive information, and in the case of breaking news people are just as likely to turn to Twitter (for now) as to the BBC. In 1996, the first members of Generation Z, now the largest in the world, were just being born. How do we cut through a crowded media landscape to mobilize stakeholders to advocate for the CTBT and its entry into force? How do we use modern communications tools to advance the nuclear non-proliferation and disarmament agenda?

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### Promotional text

The need to end nuclear testing is as urgent as ever, but with global crisis after crisis dominating headlines, it is critical we use innovative, engaging, proactive outreach from diverse stakeholders to help reach our goal of a world free of nuclear tests.

### Oral preference format

in-person

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