

MSEUCA

Communication
& Media Strategies
for EU experts
in Canada

OUTPUTS OVERVIEW
2017 / 2019

This Jean Monnet Project **Communication and Media Strategies for EU experts in Canada (MSEUCA)** was developed in collaboration with the Centre for Global Studies and the European Canada Network initiative (EUCAnet) at the University of Victoria. It was co-funded by the Erasmus+ Programme of the European Union and the Centre for Global Studies.



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Canadian universities have outstanding scholarly expertise when it comes to the field of EU and European Studies. Still, there is a remarkable mismatch between the exceptional research knowledge in the academic community and the knowledge available to the broader Canadian public. In order to instigate a more successful knowledge mobilization, MSEUCA developed new communication and media strategies for EU Studies in Canada. To mobilize this knowledge, this project initiated various activities to increase the media savviness of individual scholars. It also promoted direct connections with journalists/media producers reflecting the importance of local networks.

ACTIVITIES/ OUTPUTS: EVENTS

‘Expert Knowledge in the Age of Declining Trust in Media’

Toronto, May 2018

<https://www.eucanet.org/index.php/projects/mseuca/news-commentary/57-projects/mseuca/mseuca-news-commentary/631-full-summary-of-the-event-expert-knowledge-in-the-age-of-declining-trust-in-the-media>

Expert knowledge in the age of declining trust in the media

May 9-11, 2018

Toronto, ON



‘Public Debates in Turbulent Times: Academia and Media’

Victoria, March 2019

<https://www.eucanet.org/index.php/projects/mseuca/news-commentary/57-projects/mseuca/mseuca-news-commentary/629-public-debates-in-turbulent-times-academia-and-media-march-19-20-2020>

Public Debates in Turbulent Times:
Academia and Media

March 19 - 20, 2019

Victoria, BC



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Erasmus+ Programme
of the European Union



University
of Victoria

Centre for
Global Studies



University
of Victoria

Political
Science



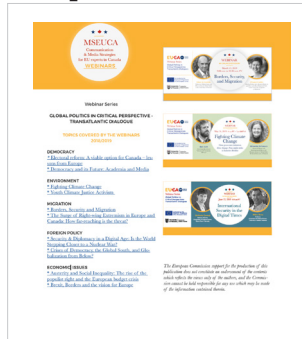
EUROPE
CANADA
NETWORK

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10 WEBINARS

**Global Politics in Critical Perspective
- Transatlantic Dialogues**

<https://www.eucanet.org/index.php/projects/mseuca/news-commentary/57-projects/mseuca/mseuca-news-commentary/757-webinar-series-2018-2019>



PUBLICATION

Media Strategies for Scholars in Canada working in the field of EU and European Studies

<https://www.eucanet.org/index.php/projects/mseuca/news-commentary/57-projects/mseuca/mseuca-news-commentary/784-new-media-strategy-guide>



EXPERT'S GROUPS

<https://www.eucanet.org/index.php/research-groups>

OUTREACH

Project news website

<https://www.eucanet.org/index.php/projects/mseuca/news-commentary>

Media Archive: Engaging scholars

<https://www.eucanet.org/index.php/projects/mseuca/engaging-experts>

20 Media Profiles

<https://www.eucanet.org/index.php/news-media/experts-commentary>

Expert video clip series

<https://www.youtube.com/playlist?list=PL8ADW6xX-t9VUleHNyqlFGTZac58CpWY9S>

Expert knowledge and Media videos

<https://www.youtube.com/playlist?list=PL8ADW6xX-t9VW-6YX8A5HFENkJzDj7q8Fj>

Blog

<http://blog.eucanet.org/>

