

Academics with Media Expertise



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Fields of Expertise

European Union politics, Canada-Europe relations (including trade issues), democratic politics in European states

Recent Media Topics:

Brexit, CETA, transatlantic relations, political developments in Germany, the UK, and France

Media Expertise - Examples

Recent TV Interview:
<http://www.cpac.ca/en/programs/primetime-politics/episodes/50754577> (starting at 44:20)
Television: CBC (Canadian Broadcasting Cooperation); CTV (Canadian Television Network); CPAC (Cable Public Affairs Channel)
Print: Op-Eds for Globe and Mail, Ottawa Citizen
Radio: CBC; SWR (Südwestrundfunk, Germany); CFRA News Talk Radio Ottawa

Tips for TV/Radio interviews:

“Even brief media appearances can take a lot of time – preparation, travelling to the studio, waiting for your segment to come up, and so on. I only do media appearances on topics that matter to me. I ask myself if I have something relevant to say, and if I am confident that the program will give me the space to do so. It is important to think ahead about the key points you want to make, but you should also be ready for unexpected lines questioning. For TV, one thing I had to learn is to cut out excessive hand gestures, which come across as awkward. No interview is ever perfect, but you can use them as a learning experience: Watch the video or listen to the recording, and take notes on what to improve next time.”

Why engaging with media ?

“Media appearances can be challenging and we are poorly trained as academics to conduct them. Still, working with media provides scholars with an outstanding opportunity to engage with a wider audience and communicate their scholarly expertise in a way to engage with the wider public. In addition, in times of fake news and systematic misinformation it is essential that scholars make their knowledge available to the wider public and engage in public debates.”