

## Academics with Media Expertise



### **Amelia Hadfield**

**University of Surrey** (European & International Affairs)

Regular commentator on a wide range of media outlets, including: BBC World Service, BBC News24, Radio 5Live, BBC Radio London, BBC Asian Network, BBC Radio Ulster, Canadian Broadcasting Company (CBC).

**Head of the Department of Politics, Chair in European and International Affairs and Jean Monnet Chair in European Foreign Affairs**

[a.hadfield@surrey.ac.uk](mailto:a.hadfield@surrey.ac.uk) / [@ameliahadfield1](https://twitter.com/ameliahadfield1)

#### Fields of Expertise

EU foreign policy, EU-UK relations, EU-Russia Energy Relations, EU Neighbourhood Policy, EU Development policy (focus on sub-Saharan Africa), EU relations with the US and Canada, Arctic & northern governance issues, and European energy governance.

#### Recent Media Topics:

EU foreign and security policy, UK foreign and security and Brexit issues

#### Media Expertise - Examples

Recent TV interview: <https://twitter.com/RTUKnews/status/1167484625645686784>

TV: BBC One, BBC News Channel, BBC Arab Network, Victoria Derbyshire Show, RussiaToday, and various outlets in Asia.

Print/Online: Public Finance, Global News Halifax, “European Politics and Policy (Blog, London School of Economics and Political Science)

Radio: News 95.7, BBC Radio 5 Live, BBC Radio Surrey, BBC London, BBC Radio Berkshire and BBC Radio Kent College Green

#### Tips for TV/Radio interviews:

“Most important is to start with basic training. Speaking on radio and appearing on TV are two very different things. It’s key that academics understand how to construct and stick to ‘toplines’, how to balance a 30 second interview with a more extensive 5 minute one, the difference between speaking solo and on a panel, and more. Beyond this, academics need to think about the social media palette on offer and how they want to use each of these tools to best advantage: Twitter works for one thing, Instagram another, your own blog page separate again. Beyond the tools themselves is the message. Whatever your area of specialty, consider two things: what is significant about what I’m doing, and why

#### Why engaging with media ?

“In many countries, the media remains beset by systemically poor research, misinformation and even fake news. This provides a poor source for the general public on key issues, including vital political dilemmas. Academics remain a credible source of evidence-based information and insight, and have a clear and important duty of care to make known their analysis of a given issue or situation. The media benefits from improved contact with both leading and junior academics. Equally, academics benefit from high profile and hopefully sustained coverage of their own area.”