

Academics with Media Expertise



Frederic Merand

University of Montreal (Political Science and European Studies)
Regular contributor to national and international media.

Director of the Centre d'études et de recherches internationales de l'Université de Montréal (CERIUM), Former president of the European Studies Community Association (ECSA-C).

frederic.merand@umontreal.ca / [@FredericMerand](https://twitter.com/FredericMerand)

Fields of Expertise

European Union politics, Canada-Europe relations (including trade issues), international relations and foreign policy

Recent Media Topics:

Brexit, G7, Italian election, European elections, populism, right-wing parties, political developments the UK, Italy and France

Media Expertise - Examples

Recent Example – France 24 :

<https://www.youtube.com/watch?v=0HB4B1vzZ6o>

TV: France 24, Radio-Canada and RDI

Print: Le Droit, La Presse and Le Devoir, La Liberation and L'actualité

Radio: CBC, Radio-Canada, Radio Spirale

Tips for TV/Radio interviews:

“Be available. Journalists need a quick turnaround. That’s their reality. Be honest. You don’t need to have an answer to everything. If you know a colleague who knows more about the issue, direct the journalist to him or her. That’s our reality.

Do not overestimate how much the educated citizen knows about the issue. Use simple words and short sentences. Explain what you mean. You’re not talking to your colleagues and you won’t look stupid.”

Why engaging with media ?

“Because it’s our responsibility as academics to educate the public who pays our salaries.

Because if you don’t do it, somebody else who knows less about the issue will.

Because someone listening to your radio interview may decide to study political science or encourage their kids to do so.”