

## Academics with Media Expertise



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### Fields of Expertise

Global Politics, Global Security, Environmental Politics, Canadian Foreign Policy, Canadian Politics, Arctic Studies, Climate and Energy Politics

### Recent Media Topics

Canadian Politics; Canadian Foreign Policy; Can-US relations and the Trump presidency; climate and energy policy and social protest

### Media Expertise - Examples

Recent Example: Interview on climate change policy and social protest in France, CFAX 1070 with Joe Perkins <http://www.iheartradio.ca/cfax-1070/paris-protests-dr-will-greaves-assistant-professor-of-international-relations-at-the-university-of-victoria-1.8597977?mode=Article&autoplay=1.8597977>.

TV: Sun News Network

Print: InDepth News, CBC News and Embassy Magazine,

Radio: ABC News Radio, CFAX 1070, Radio AM 900, iheartradio, Podcast: OpenCanada.org

### Tips for TV/Radio interviews

“When conducting a media interview, I find it’s best to stay relaxed and conversational. Instead of reflecting on what is can be a stressful situation, I try to stay connected with the enthusiasm and excitement that I feel towards the subjects that I research, and to let that come through in the interview. Treating it like a conversation, rather than a lecture, also helps minimize the jargon that academics sometimes use and keep the interview at an appropriate level for a general audience. And, for better or worse, I always try to be honest and direct with the journalist, including sharing my own opinion when asked, even if that means saying something that won’t please every listener or will reveal something about my own political views or priorities.”

### Why engaging with media ?

“As academics, we have a responsibility to engage publicly about our work and to reach as wide an audience as possible. As professional researchers and educators, we are uniquely positioned to share our expertise and to contribute to debates on important public issues. While this is a general responsibility that all academics share, I believe it’s especially important today for social scientists – especially political scientists – to help people better understand the complex, high stakes, and sometimes divisive issues that are currently front and centre within our political, economic, and social systems.”