



MSEUCA

Communication
& Media Strategies
for EU experts
in Canada

Public Debates in Turbulent Times: *Academia and Media*

March 19 - 20, 2019

Victoria, BC



The Centre for Global Studies in collaboration with the European Canada Network initiative (EUCAnet) at the University of Victoria leads a project entitled **Communication and Media Strategies for EU experts in Canada (MSEUCA)**. The project is co-funded by the Erasmus+ Programme of the European Union.

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 develops effective communication and media strategies for EU Studies in Canada. To mobilize this knowledge, this project has developed various activities to increase the media savviness of individual scholars. It also promotes direct connections with journalists/media producers reflecting the importance of local networks.

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This is the second event that the EUCAnet team organized for the MSEUCA project. While the first event focused on questions surrounding ‘Expert Knowledge in the Age of Declining Trust in the Media’ in Toronto at the ECSA-C Biennial 2018, our second event was entitled ‘Public Debates in Turbulent Times: Academia and Media’ (organized at the University of Victoria).

The first day of the event put the relationship between the scholarly world and media into a broader social and political context. During a livestreamed public event at a state-of-the-art studio in Victoria, some high profile experts from Canada and Europe discussed the changing world of communication and mass media, the challenges that expert knowledge faces with the proliferation of ‘fake news’, and the ability of university experts to contribute to public debates in a meaningful and effective way. The starting point of the discussion was the assumption that the access to and critical debate of information in the public realm is a key component of contemporary democratic life.

The second day was dedicated to media networking and shifted the focus to more concrete strategies designed to facilitate the exchange between scholars and media. For this purpose, MSEUCA invited key stakeholders from the university, media and government to a brainstorming and networking session. The objective of this second day was to work collectively and across professional fields towards effective modes of media engagement and to build local networks supporting the exchange between the media and scholars.

The event was co-financed by the Erasmus+ Programme of the European Union, the Centre for Global Studies at the University of Victoria and the generous award of the Stream of Consciousness, a digital media company based in Victoria, BC.

DAY 1



Contemporary Western democracies suffer from a declining trust in the political process and massive disinformation in particular in social media. Yet democracy rests on the process of decision making mediated through procedures of free public deliberation. Experts from academia, media, and various civil society communities discuss the challenges that public debates and the public engagement of academics face with a view to the future of democracy.

6:30 - 7:30 Panel 1: What role can academia and the media play in facilitating processes of public deliberation as the cornerstone of democratic practices?

Dennis Pilon, *York University*
Laurel Collins, *Victoria City Councillor*
Ben Isitt, *University of Victoria and Victoria City Councillor*
Tom Junes, *Human and Social Studies Foundation, Sofia*
MODERATOR: Oliver Schmidtke, *Centre for Global Studies, University of Victoria*

7:30 - 7:35 Video Contribution: The Crises of Democracy, the Global South, and Globalization from Below?

[Boaventura de Sousa Santos, *University of Coimbra* and James Tully, *University of Victoria*](#)

7:35 - 8:00 Panel 2: What do distinctive democratic traditions offer to the debate?

Pablo Ouziel, *University of Victoria*
David Owen, *University of Southampton*
Antje Wiener, *Universität Hamburg*
MODERATOR: Rebecca Nelems, *Centre for Global Studies, University of Victoria*



University of Victoria

Centre for Global Studies



University of Victoria

Political Science



CEDAR TREE INSTITUTE

LIVESTREAM at Sunset Labs, 401 Herald St, Victoria
March 19, 2019 – 6:30-9:00 pm

Speakers from Europe:

ANTJE WIENER

Antje Wiener holds the Chair of Political Science, especially Global Governance at the Faculty of Economics and Social Sciences at the University of Hamburg where she is also a member of the Research Council of the Centre for Globalisation and Governance. Her research interests are in international relations theory, global constitutionalism, international political theory and law, fisheries governance, global citizenship and the concept of community in the global realm.



DAVID OWEN

David Owen is a Professor of Social and Political Philosophy at the University of Southampton. His current research is focused in two areas. The first addresses the ethics and politics of migration and the second research topic takes up the relationship of agonism, perfectionism and realism in Nietzsche's work and considers the disparate paths that these themes follow post-Nietzsche – realism.



TOM JUNES

Tom Junes holds a Ph.D. in History (KU Leuven). He is a post-doctoral researcher and a member of the Human and Social Studies Foundation in Sofia. Tom's research interests cover Eastern European history, African history, Cold War history, and the history of youth and student movements. He has published widely on the topic of student politics (concerning Poland, Ukraine, Bulgaria, Macedonia, and South Africa).



Speakers from Canada:

BEN ISITT

Ben Isitt was first elected to City Council and the CRD Board in 2011 and re-elected in 2014 and 2018. He holds a PhD and an LLB and has taught history, international relations and labour studies at UVic, UBC and Simon Fraser University. An award-winning historian, author and community advocate, Ben has written several books that challenge how we think about BC politics and Canadian and global history. Ben's involvement in civic politics builds from his long-standing commitment to social justice and environmental protection. He has volunteered with residents and organizations on grassroots campaigns for worker rights, peace, indigenous rights, the abolition of poverty and racism, and protecting our region's forests and farmlands from urban sprawl. Ben's research on housing, regional land use and public education build on this community work. He combines professional and volunteer expertise with hands-on experience working with Victoria's street community as a Housing Support Worker with the Victoria Cool Aid Society.



LAUREL COLLINS

Laurel Collins is an instructor at the University of Victoria, teaching Social Justice Studies and Political Sociology. A dedicated social and environmental activist, Laurel is a delegate to the Victoria Labour Council and the co-chair and co-founder of Divest Victoria. Previously, she worked for Victoria Women in Need, the United Nations High Commissioner for Refugees in Northern Uganda, and as the Executive Director of the Victoria Multicultural Society. She co-published a book entitled *Women, Adult Education and Leadership* in Canada and received a Victoria Community Leadership Award in 2016.



DENNIS PILON

Dennis Pilon is an Associate Professor of Political Science at York University in Toronto. His area of research broadly covers democracy and the process of democratization, including examinations of voting systems, institutional reform, and the impact of social inequality on democratic participation.



PABLO OUZIEL

Pablo Ouziel is a Post-Doctoral Fellow at the University of Victoria. His research interests include public philosophy, collective presences, horizontality, nonviolence and civic democracy. By standing within the tradition of public philosophy, the core of his work is centered on excavating networks of individuals governing themselves in numerous ways that supersede our current structures of representative government.



Moderators:

OLIVER SCHMIDTKE

Oliver Schmidtke is the director for the Center for Global Studies and Professor in the Departments of History and Political Science. His research interests are in the field of European politics, contemporary European history, and comparative politics with a focus on migration from a comparative transatlantic perspective.



REBECCA NELEMS

Rebecca Nelems is a PhD student in the Sociology and Cultural, Social, and Political Thought (CSPT) programs at UVic. Her doctoral project “Connection in the Digital Age” explores what young people in Canada and Ecuador feel connected to, and with whom do they experience a sense of empathy, belonging, responsibility, citizenship and kinship.



Video Contributions:

BOAVENTURA DE SOUSA SANTOS

Professor at the School of Economics at the University of Coimbra, Distinguished Legal Scholar at the University of Wisconsin-Madison Law School, Global Legal Scholar at the University of Warwick and Director of the Centre for Social Studies (CES) at the University of Coimbra.



JAMES TULLY

Distinguished Professor Emeritus of Political Science, Law, Indigenous Governance and Philosophy at the University of Victoria, Canada. Tully is also a Fellow of the Royal Society of Canada and Emeritus Fellow of the Trudeau Foundation.





Public debate, Panel 1, March 19th, Sunset Labs, Victoria B.C



Public debate, Panel 2, March 19th, Sunset Labs, Victoria, BC

DAY 2

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Public Debates in Turbulent Times: *Academia and Media*

Media Networking

— University of Victoria —
March 20, 2019

Journalists, communication experts, and scholars with extensive media experience came together to debate in smaller circles to discuss ways in which the exchange between the scholarly community, media and the wider public can be facilitated. This unique initiative of the project MSEUCA at the Centre for Global Studies allowed a new approach to exchanging the needs for shaping public debates with scholarly engagement. Selected scholars from Europe and North America were invited to share some insights to discuss current threats to and new models of democracy in light of the populist-nationalist resurgence which also participated in the two-day long event “Democracy and its Futures” and a MSEUCA video series capturing the current research approaches to the problems and potential solutions our democratic systems are facing today.



Host: Oliver Schmidtke, Director, Centre for Global Studies (CFGS)

Scholars:

“Public Debates in Turbulent Times: *Academia and Media*”

Tom Junes
Human and Social Studies Foundation, Sofia

Dennis Pilon
Professor of Political Science
York University

David Owen
Professor of Social and Political Philosophy
University of Southampton

Antje Wiener
Professor of Political Science and Global Governance
Universität Hamburg

UVIC experts:

Emmanuel Brunet-Jailly
Professor of Public Administration

Elena Pnevmonidou
Director European Studies Program

James Tully
Emeritus Professor of Political Science and Law

Centre for Global Studies:

Beate Schmidtke
EUCAnet / MSEUCA Project
Media Relations + Project Development

Jodie Walsh
Operations Director & Research Coordinator

Pablo Ouziel
CEDoD Project
Co-Founder of the Cedar Tree Initiative

Rebecca Nelems
Graduate Student Fellow

Laura Brandes
POLIS Water Sustainability Project
Communications Director

Rosie Simms
POLIS Water Sustainability Project
Water Law & Policy Researcher/
Coordinator

Benjamin Perrier
Borders in Globalization Project
Post-doctoral Fellow

Amanda Merritt
European Studies Program
Program Coordinator

UVic Communications:

Tara Sharpe
Media Relations University
Communications + Marketing

Anne MacLaurin
Communications Officer
Faculty of Social Sciences

Tara Todesco
Strategic Initiatives Officer,
Office of the Vice-President Research

Jennifer Kwan
Senior Communications Officer

City of Victoria:

Michelle Harris
APR Strategic Planning and
Communications Advisor /
Engagement

Media guests:

Andrew MacLeod
The Tyee,
Legislative Bureau Chief

Chris Cook
Gorilla Radio, Host

Peter Fairly
Independent Journalist

Katie DeRosa
Victoria Times Colonist,
Award-winning journalist

Wolf Depner
Saanich News/Black Press,
Reporter

Ivan Watson
Camosun College,
Senior Marketing +
Communications Specialist
and Freelance Journalist

Keith Vass
CHEK News, Author

Scott Fee
CHEK News, News Director



TABLE 1

EUROPE- CANADA DIALOGUES

Issue related to Europe can be a ‘hard sell’ to Canadian media. What are promising strategies to engage media with European issues? What are effective strategies to capture the attention of a Canadian public audience and media representatives?

Elena Pnevmonidou, Antje Wiener, Emmanuel Brunet-Jailly, Keith Vass, Anne MacLaurin and Beate Schmidtke

TABLE 2

**THE GLOBAL LOCAL NEXUS
- Building Local Networks**

What are promising steps in building local networks bridging academic and media? What would be attractive for the stakeholders?

Oliver Schmidtke, Tara Todesco, Michelle Harris, Jennifer Kwan, Scott Fee and Stephanie Gruhlke.





TABLE 3

LINKING COMMUNITY - UNIVERSITY

What are promising strategies in promoting the engagement with communities? What are mutually beneficial strategies to relate scholars and community stakeholders to each other in an effective and fruitful manner?

James Tully, Rosie Simms, Andrew MacLeod, Scott Watson, Ben Isitt, Rebeca Gimenez and Jodie Walsh.

TABLE 4

HOW TO CONNECT SCHOLARS AND MEDIA IN AN EFFECTIVE AND MEANINGFUL WAY?

How can we build a trusting and mutually beneficial relationship between scholars and media? What are the key challenges in this respect and how can they be addressed?

Dennis Pilon, Rebecca Nelems, Wolf Depner, Pablo Ouziel David Owen and Benjamin Perrier.





TABLE 5

**THE CHANGING WORLD OF MEDIA
- Global Challenges, Local Responses**

What are the particular challenges for scholars to engage in social media as an effective tool? How can these challenges be addressed most effectively? How can social media become a fruitful platform for knowledge mobilization, outreach and community engagement?

Laura Brandes, Peter Fairly, Ivan Watson, Tom Junes and Amanda Merritt.





MSEUCA

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in Canada

For more information on our project MSEUCA “Communication and Media Strategies for EU experts in Canada” go to <https://www.eucanet.org/index.php/projects/mseuca>.

Special thanks:

Rebecca Nelems, graduate student fellow at the Centre for Global Studies, for securing the Stream of Consciousness grant; **Pablo Ouziel**, EUCAnet CEDoD project manager, for creating synergies with the CEDoD project and the Cedar Tree Initiative; **James Tully**, distinguished emeritus professor at the University of Victoria for supporting our discussions on Democracy and Its Futures and participating in the webinar; **Ryan Beaton**, Trudeau fellow at the Faculty of Law and **Keith Cherry**, PhD candidate in Law and Society for moderating the live-stream discussion; **Rebeca Macias Gimenez**, graduate student fellow at the Centre for Global Studies for volunteering and moderating the webinar (together with Keith Cherry); Graduate students in the Department of Political Science: **Stacie Swain** and **Steven Gnanasihmany** for helping out with the Q&A session, **Didier Zuniga** for taking pictures; **Kate Langridge**, Operations Coordinator at Stream of Consciousness for making the March 19 event possible.

Furthermore a big thank you to the collaborators at the Centre for Global Studies, the University of Victoria communications experts, the community of the City of Victoria as well as all the guests from Europe and Canada for participating in this unique event.

Centre for Global Studies Organizing Team:

Beate Schmidtke, EUCAnet MSEUCA Project Manager and Coordinator; **Jodie Walsh**, Operations Director and Research Coordinator; **Jennifer Swift**, Finance & Special Projects Manager; **Stephanie Gruhlke**, Events & Administrative Assistant; **Karen Yen**, EUCAnet designer.



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