

Academics with Media Expertise



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Fields of Expertise

Comparative politics (western Europe), Canadian politics, democracy and democratization, elections, political parties, voting systems, voting system reform, working class politics and identity, British Columbia politics

Recent Media Topics:

Voting systems, voting system reform, voter turnout, money and elections, election results, minority government, local government, political parties

Media Expertise - Examples

Recent example: Global News on Federal Elections in Canada <https://globalnews.ca/news/5322273/independent-candidates-have-rarely-succeeded-in-canada/>

Television: CBC national and local, CTV national and local, CITY TV Toronto, CPAC, TVO, GLOBAL, A-TV, CHECK TV

Print: Globe & Mail, Toronto Star, National Post, Washington Post, Vancouver Sun, Vancouver Province, Macleans, The Hill Times, local newspapers daily & weekly across Canada

Radio: CBC, BBC, many commercial Canadian broadcasters across the country

Tips for TV/Radio interviews:

Dealing with media often seems like the opposite of academic practice. Where academics highlight nuance and uncertainty and offer many qualifications to their observations, media seem to want to wipe away complexity, preferring simple and stark conclusions instead. As an 'expert' you know a lot. The challenge with media is figuring out a way to share that expertise in a way that won't engulf your message entirely. My advice is to start with your most stark conclusions on a topic. If you do it the academic way, you'll run out of time almost instantly and not actually get to your conclusions. Here's the thing – if your findings are stated strongly, the media will ask questions that will go back into how you found it and how it differs from what others have found. This is particularly true on formats that allow for a lot of back and forth, like radio and newspaper interviews (though the latter allows journalists to select from you say). TV is usually much less forgiving and here you have to think about what the main point is that you think needs to get through and try to stick to that, even if it sounds repetitive. As they usually only use 10-20 seconds of a TV interview, it won't actually be repetitive. Another thing to keep in mind is that you seldom need to prepare for media interviews in a detailed way. You are very likely more than prepared given all the training you've had and the research and teaching you've done.

Why engaging with media ?

“Despite talk about the public flight from conventional media, they still count for the highest readership, their content actually fills a considerable amount to the so-called alternative sources of media (like social media), and they still play an important role in setting the agenda for political discussion and debate. As such it is crucial that academics bring their research to bear on topics of public interest, particularly those undergoing intense partisan political debate. As public institutions, universities have an important role to play in providing the public with research that it unbiased and without a self-serving interest in the outcome of the policy debates. I see it as an intrinsic part of my job as public servant and as an academic committed to see that public decisions are made on the basis of rigorous research rather than particular interests.