

## Academics with Media Expertise



### OLIVER SCHMIDTKE

University of Victoria (Political Science and History)

Regular contributor to national and international media.

**Director of the Centre for Global Studies (CFGs) and Jean Monnet Chair in European Politics and History.** Former director of European Studies and president of the European Community Studies Association in Canada (ECSA-C).

[ofs@uvic.ca](mailto:ofs@uvic.ca) / [@OliverSchmidtke](https://twitter.com/OliverSchmidtke)

#### Fields of Expertise

European Security and Defence Policy, EU-NATO relations, transatlantic relations, Canadian foreign policy, international relations, CETA

#### Recent Media Topics:

Brexit, China-Canada-USA relations, Political Developments in France, Italy and the UK

#### Media Expertise - Examples

Recent TV Interview:

<https://www.facebook.com/watch/?v=2231684770283766>

Television: CBC (Canadian Broadcasting Cooperation) and CTV (Canadian Television Network); The New VI (Victoria), Vancouver Chanel;

Print: Op-Eds for Globe and Mail, Times Colonist; Die Tageszeitung

Radio: CBC, Radio Gorilla, CFAX Radio, Public Broadcast Radio (USA)

#### Tips for TV/Radio interviews:

“Media appearance challenges scholars to condense complex information into a simple message that can easily be understood by a broader public (in style, use of vocabulary, demeanor, etc.). When preparing an interview it is important to come up with some key messages addressing the topic at hand. During the interview it is critical to create an environment in which the stress of the interview situation is minimized (technology, etc.) and to make sure that there is time to find the proper composure to start the interview (have a couple of minutes of quiet time before the interview starts, focus on how to open the interview and so on)”.

#### Why engaging with media ?

“Media appearances can be challenging and we are poorly trained as academics to conduct them. Still, working with media provides scholars with an outstanding opportunity to engage with a wider audience and communicate their scholarly expertise in a way to engage with the wider public. In addition, in times of fake news and systematic misinformation it is essential that scholars make their knowledge available to the wider public and engage in public debates.”