



MSEUCA

Communication
& Media Strategies
for EU experts
in Canada

Expert knowledge in the age of declining trust in the media

May 9-11, 2018

Toronto, ON



Co-funded by the
Erasmus+ Programme
of the European Union



University
of Victoria

Centre for
Global Studies

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.

Connect with us via EUCAnet.org



The first major event of the MSEUCA project (Communication & Media Strategies for EU experts in Canada) took place in conjunction with the Biennial conference of the European Community Studies Association Canada in May 2018. The two events in Toronto brought together scholars, journalist and communication professionals to reflect on effective communication and media strategies for EU Studies in Canada. The central objective was to address the obstacles that scholars face in conducting their public outreach efforts: In a series of workshops and public debates, the MSEUCA event addressed strategies of media outreach and public engagements of EU scholars. In this respect, the MSEUCA sessions drew attention to the broader social and political environment in which academia contributes to and engages with public debates. From a transatlantic perspective, the events considered the changing role of ‘information’ in public and media discourse, the way in which knowledge is disseminated and how the expectations of different audiences have changed.

The main event on the second day was organized with one of Canada’s leading journalists: Doug Saunders, the international affairs columnist from the Globe and Mail. Having Doug Saunders allowed MSEUCA do achieve two central goals: First, the event drew draw considerable public attention to an issue of central concern from a Canada-EU perspective (migration). Second, Doug Saunders shared with several audiences his expert insight into addressing Europe-related issues in Canadian media. Bringing him together with high-profile European Studies scholars allowed for a most fruitful exchange across professional fields and a stimulating debate on successful strategies for media engagement.



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**MAY
9**



Outreach Strategies and Social Media Training for Young and Senior Scholars

WORKSHOP

12:00 -1:00 pm

**Hilton Hotel Toronto, Governor General –
Main Room**

CLOSED WORKSHOP

Social Media – Engaging the European Studies
Community in Canada and Europe – Strategies
for using Twitter and Facebook

3:00 - 4:30pm

**Hilton Hotel Toronto, Governor General
– Main Room**

WORKSHOP 1

**Outreach Strategies and Social Media
Training for Young and Senior Scholars**

OLIVER SCHMIDTKE

Head of EUCAnet.org, Director at the Centre for
Global Studies, *University of Victoria*

BEATE SCHMIDTKE

EUCAnet.org Developer and
Communication Officer

PABLO OUZIEL

Post-Doctoral Fellowship at the *University of Victoria*,
and EUCAnet.org Academic Liaison Officer

CHORONG KIM

Documentary Producer and student at the
University of Victoria

5:00 -6:00 pm

Hilton Hotel Toronto, University Room

CLOSED WORKSHOP

Creating synergies for outreach activities in
European/ EU studies in Canada - Jean
Monnet Projects, Jean Monnet Centres of
Excellence, and Jean Monnet Chairs



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Workshop
Outreach Strategies and Social Media Training for Young and Senior Scholars
Toronto, ON



The first workshop focussing on outreach strategies and social media training addressed the issue of media engagement from a practical, hands-on perspective: What are proper strategies for researchers to connect their scholarly knowledge with the way in which traditional and social media outlets deal with information in the public arena? How can scholars design their outreach and media strategies in an effective and mutually beneficial manner? In particular, what does it take to engage the general public and particular policy communities in Canada with respect to issues in the field of EU and European studies?

The workshop brought together presenters with a broad range of professional expertise in media outreach. Oliver Schmidtke could draw on his long standing expertise of media appearances in Canada and Europe. Pablo Ouziel has worked for years across different professional fields facilitating academia's attempts to reach different audiences through engaging modes of knowledge transfer. Beate Schmidtke complemented these scholarly perspectives with a view on the complex field of organizing media outreach communication strategies in a university environment. Considering the multifaceted range of media engagement Chorong Kim provided insight into her experience as a film maker focussing on the power of images in public debates.



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Workshop

Outreach Strategies and Social Media Training for Young and Senior Scholars

Toronto, ON

Speakers:

OLIVER SCHMIDTKE

Oliver Schmidtke is the director for the Center for Global Studies and Professor in the Departments of History and Political Science. Over the past ten years Oliver Schmidtke has been a fellow at the University of Bonn (2005), the European University Institute (as a Fernand Braudel Research Fellow, 2007) and at the University of Hamburg (as a Marie Curie Research Fellow, 2011-12). In 2016 Oliver Schmidtke received the Faculty of Social Sciences Research Excellence Award. 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.



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. In the past Pablo has appeared in most major Spanish Television and Radio stations. He has also published extensively in numerous online media including, Znet, Global Research, ConsortiumNews, Rebelión, Truth-out, CommonDreams, Alternet and CounterCurrents. Pablo's work has been cited by the Washington Post and The Guardian among many.



BEATE SCHMIDTKE

Beate Schmidtke is the project manager and communication officer for the **EUCAnet.ca** project at the University of Victoria. She has brought to the EUCAnet initiative the experience of several projects that she has managed with the funds of the European Commission (yearly up to 1.5 million Euros). Focusing on the implementation of New Media in the field of culture and education, she has worked in close collaboration with the Council of Europe and European wide networks (Germany, Italy, Poland, Netherlands). Since 2004, she has been concentrating on developing networking and outreach strategies in the field of European Studies in Canada. She is currently responsible for the development and management of the Erasmus+ Jean Monnet projects: Canada Europe Dialogue on Migration (CEDoM), the Communication and Media Strategies for EU Experts in Canada (MSEUCA) and Building capacity for Canada's European Studies community: the European Community Studies Association Canada as a research and outreach hub (ECSACn).



CHORONG KIM

Chorong Kim is an award-winning Korean-Canadian filmmaker and photographer based in Victoria BC. Her photography has received awards from the University of Victoria and has been featured on CBC, Huffington Post, CHEK News and Times Colonist. As a filmmaker, she has directed three short films. Her first film *Chasing Margaret* (2015) was selected by three film festivals and was screened in the National Canadian Film Day celebration at Cinecenta. *Readers of the Holocaust* (2016) won the Best Student Documentary at the 47th Montreal World Film Festival and was screened in Victoria, Vancouver and Los Angeles. Her latest film *Think of the Worst* (2018) was selected to screen at three international film festivals. Chorong currently works as a photographer and video producer at the University of Victoria and serves as a Board of Director at the CineVic Independent Society of Filmmakers.



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MAY
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MSEUCA
Communication
& Media Strategies
for EU experts
in Canada

MAY 10

Toronto
May 10
2018

4:15 pm
to 5:45 pm

ROUNDTABLE

**Expert knowledge
in the age of
declining trust
in the media**

Free to public

Hilton Hotel
Toronto

**Governor
General
- Main Room**

ON THE OCCASION OF THE EUROPEAN COMMUNITY STUDIES ASSOCIATION IN CANADA (ECSA-C) BIENNIAL 2018

While most agree, scholarly expertise is critical for informed rational public discourse and public policy decision-making, traditional ways of connecting academic experts with other audiences and the broader community must now evolve in this era of digital and social media. To explore this further, this panel brings together media savvy experts including, *Globe and Mail* journalist, Doug Saunders with scholars, Roberta Guerrina and Denis Pilon, to explore the current challenges and opportunities for outreach and engagement that scholars in the field of European Studies face. How can we inform, impact, and benefit society when public trust in the media is at an all time low?

Speakers:

DOUG SAUNDERS

Journalist and author, and columnist for *The Globe and Mail*.

ROBERTA GUERRINA

Professor of Politics and Jean Monnet Chair in Gender and EU Politics at the *University of Surrey*, Co-Editor, *JCMS Annual Review*.

DENNIS PILON

Associate Professor in the Department of Political Science at *York University*.

Moderator:

OLIVER SCHMIDTKE,

Director at the *Centre for Global Studies, University of Victoria*,
Head of the *Jean Monnet Project Communication and Media Strategies for EU experts in Canada (MSEUCA)*



MAY
10

Public event

Expert knowledge in the age of declining trust in media Toronto, ON

9:00 am - 15:00 pm

Hilton Hotel Toronto, University Room

Engaging scholars in outreach activities – Interviews, video clips, social media training

Young and senior scholars are offered to record short interviews



4:15 -5:30 pm

Hilton Hotel Toronto, Governor General - Main Room

ROUNDTABLE: Expert knowledge in the age of declining trust in the media

While most agree, scholarly expertise is critical for informed rational public discourse and public policy decision-making, traditional ways of connecting academic experts with other audiences and the broader community must now evolve in this era of digital and social media. To explore this further, this panel brings together media savvy experts including, Globe and Mail journalist, Doug Saunders with scholars, Roberta Guerrina and Denis Pilon, to explore the current challenges and opportunities for outreach and engagement that scholars in the field of European Studies face. How can we inform, impact, and benefit society when public trust in the media is at an all time low?





Public event

Expert knowledge in the age of declining trust in media

Toronto, ON

Speakers:

DOUG SAUNDERS

Douglas Richard Alan "Doug" Saunders (born 1967) is a British and Canadian journalist and author, and columnist for The Globe and Mail, a newspaper based in Toronto, Ontario, Canada. He is the newspaper's international-affairs columnist, and a long-serving foreign correspondent formerly based in London and Los Angeles. Saunders has won the National Newspaper Award on five occasions: in 1998, 1999, and 2000 for critical writing; and in 2006 and 2013 for column writing. In 2008, he was shortlisted for the award in international reporting, for a series of investigative articles on the state of the middle class around the world. He has also been shortlisted for the Canadian National Magazine Awards, in Public Issues. His works have been influential in the fields of urban planning and architecture. In 2016 he was awarded the Schelling Prize for Architectural Theory. He was also a co-designer of the Germany pavilion in the 2016 Venice Architecture Biennale; the pavilion was designed as a building-sized illustration of Saunders' book Arrival City.



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. Over the past decade, Professor Pilon has done considerable public speaking and media work commenting on many aspects of politics with reporters from print, radio and television, particularly on topics relating to elections and political parties. He is presently a member of the National Advisory Board of Fair Vote Canada, a citizens' group focused on gaining more proportional methods of voting for Canadian elections, and is a member of the editorial board of Canadian Dimension magazine. He has also acted as a consultant on election issues for various legal firms, political parties, trade unions, community groups, and the Auditor General of Canada.



ROBERTA GUERRINA

Roberta Guerrina is Professor of Politics and an expert in EU gender politics and policies. She is interested in understanding the impact of gender (hierarchies) on key policy areas traditionally seen as gender neutral, such as Brexit, Security and Defence. Currently, she is working on the unintended gender consequences of the UK's withdrawal from the EU. She has published in the area of Brexit; Women, Peace & Security; work-life balance; Identity politics and the idea of Europe. She is currently also Jean Monnet Chair and co-founder of the UACES funded collaborative research network "Gendering EU Studies" She co-authored one of the leading articles on the gendered impact of the UK's withdrawal from the EU: Walking in the Shadow of EU Law (with Annick Masselot). This article is making a detailed contribution to going debates about the representation of women's interests in current debates about the future of UK policy post-Brexit.



Moderator:

OLIVER SCHMIDTKE

Oliver Schmidtke is the director for the Center for Global Studies and Professor in the Departments of History and Political Science. Over the past ten years Oliver Schmidtke has been a fellow at the University of Bonn (2005), the European University Institute (as a Fernand Braudel Research Fellow, 2007) and at the University of Hamburg (as a Marie Curie Research Fellow, 2011-12). In 2016 Oliver Schmidtke received the Faculty of Social Sciences Research Excellence Award 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.



MAY 10



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Communication & Media Strategies for EU experts in Canada

MAY 10



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MAY
10

Public event

Expert knowledge in the age of declining trust in media

Toronto, ON



Doug Saunders

Reflections on the collaboration between academics and journalists/editors

In Canada the relationship between scholarly researchers and journalists is an imperfect one. Just a few academics are regularly consulted by and contribute to media. A lot of the most important, interesting and newsworthy work is regularly overlooked or under appreciated. According to Saunders it is important to build up relationships earlier in the game by making people aware of the research, not assuming that research findings are only of interest within a particular academic discipline and recognizing that there are not a lot of other people saying the things that need to be said.

Read more and watch the video here: <https://youtu.be/GwJt1Cl797k>



Roberta Guerrina

Being a female public intellectual - risks and opportunities

In Canada, media and the government are more and more reaching out to academics to engage in public debate. When thinking about Brexit and the experience of many academics in the UK, particularly those who are developing a counter-narrative to that of the government, the experience of media engagement has been exceptionally challenging. The area of Brexit and its implications for the UK and the EU is not an easy issue to work on. The highly controversial debate on the status of the UK in the EU has produced an environment in which scholarly expertise can be fiercely contested.

Read more and watch the video here: <https://youtu.be/AbgUEU5ShL4>



Dennis Pilon

Navigating media biases

Pilon asks *how balanced are media in their coverage? Do they equally represent the different sides? Who are the experts? What kind of arguments are presented?* His research showed that the media are also political players in the process driving public policy making. For instance, depending on the divisiveness of the particular issue, the ability to obtain coverage in the media will largely depend on how closely one is aligned with the position that is dominant in the media themselves. A good illustration is the national voting system reform debate: National media are predominantly against it and widely ignorant of how diverse public opinion is on this issue.

Read more and watch the video here: <https://youtu.be/qP4kjSpv-mI>

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**MAY
11**



Engaging Scholars in Outreach Activities

INTERVIEWS
VIDEO CLIPS
SOCIAL MEDIA
TRAINING

9:00 am – 1:00 pm
Hilton Hotel Toronto, University Room

Young and senior scholars were offered to record short interviews for the series of “EU Experts in Canada: Learning from and with Europe”

VIDEO SERIES

EU Experts in Canada: Learning from and with Europe

This video series features contributions on current political and public policy issues that are of shared concerns for audiences in Canada and the European Union. Scholars from across Canada address their research interests and describe how their work benefits from a comparative transatlantic perspective.

Experts interviewed:

Joan DeBardeleben, Patrick LeBlond, Oliver Schmidtke,
Achim Hurrelmann, Lyubov Zhyznomirska
Emmanuel Brunet-Jailly and Conrad King.



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Interviews, Video clips and Social Media Training
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 Toronto, ON

Experts:

JOAN DeBARDELEBEN

Canadian community in European Studies

Dr. Joan Debardeleben is the Chancellor’s Professor of European, Russian, and Eurasian Studies at Carleton University in Ottawa. She is the author of numerous books and articles dealing with Russian politics, including attention to public opinion, labour relations and privatization, environmental politics, federalism, and elections. Her recent research work also deals with EU-Russian relations and the EU’s policy toward its eastern neighbors, as well as with political participation in the European Union. Recently DeBardeleben has been working on a research project, “Interests, and Governance Structures in EU-Russian Relations: Constructing issues and framing interests,” funded by a SSHRC Standard Research Grant. She is President of the European Community Studies Association-Canada (ECSA-C), and an active member of the Association for Slavic, East European, and Eurasian Studies.



OLIVER SCHMIDTKE

Collective identity and European-Canadian approaches to governing the political community

Oliver Schmidtke is the director for the Center for Global Studies and Professor in the Departments of History and Political Science. Over the past ten years Oliver Schmidtke has been a fellow at the University of Bonn (2005), the European University Institute (as a Fernand Braudel Research Fellow, 2007) and at the University of Hamburg (as a Marie Curie Research Fellow, 2011-12). In 2016 Oliver Schmidtke received the Faculty of Social Sciences Research Excellence Award 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.



PATRICK LeBLOND

EU a fascinating force for peace - an example for Canada

Patric LeBlond is an Associate Professor at the Graduate School of Public and International Affairs, University of Ottawa. Owing to his training and experience in business, economics and international relations, Patrick Leblond’s expertise concerns questions relating to global economic governance and international and comparative political economy, more specifically those that deal with international finance and money, international economic integration as well as business-government relations. His regional expertise focuses on Europe and North America. Media Experience: Dr. Leblond has a great deal of experience responding to TV, Radio and Print Media inquiries



ACHIM HURRELMANN

Canada’s public and its episodic interest in Europe

Dr. Achim Hurrelmann is an Associate Professor of Political Science, Co-Director of the Centre for European Studies (CES) and the Jean Monnet Chair at Carleton University. He is an elected member of the management board of the European Community Association-Canada (ECSA-C). Achim’s research focuses on the politics of the European Union, with a particular emphasis on questions of democracy and legitimacy in the EU, multilevel governance, and European integration theory. His work has appeared in journals such as Political Studies, European Political Science Review, European Journal of Political Research, West European Politics





Interviews, Video clips and Social Media Training
Engaging scholars in outreach activities
 Toronto, ON

Experts:

LYUBOV ZHYZNOMIRSKA
Canada, the EU and irregular migration flows

Lyubov Zhyznomirska an assistant professor in the Department of Political Science. In 2012-13, she was a Jean Monnet Fellow at Robert Schuman Centre for Advanced Studies, European University Institute, in Florence, Italy. Dr. Zhyznomirska joined Saint Mary's University in 2013. Lyubov Zhyznomirska is interested in the European Union's foreign relations in general and migration relations in particular with its eastern neighbours – specifically, with Russia and Ukraine. She critically investigates the impact of the EU's immigration and asylum policies on Ukraine and Russia, policy- and politics-wise. Lyubov is also interested in the EU's role in international regulation of migration processes.



CONRAD KING
Higher education systems in Europe and Canada

Conrad King, Adjunct Professor at Capilano University, is an expert on education policy in Europe with a particular interest in recent reform attempts of secondary education in Germany and France. Dr. King also has an interest in the Bologna Process (the creation of a European Higher Education Area) and its implications for universities and research agendas in Europe. In addition he focuses on lesson-drawing between Canada and the European Union regarding governance of education and skills regimes.



EMMANUEL BRUNET-JAILLY
Comparing EU and Canada when it comes to migration and border issues

Dr. Emmanuel Brunet-Jailly is a Professor at the School of Public Administration, holder of the Jean Monnet Chair in Innovative Governance, and the Director of the Jean Monnet Centre at the University of Victoria. He is also the lead of the Jean Monnet Network Border/Migration and the SSHRC Borders in Globalization Partnership project (BIG). In this interview, Dr. Brunet-Jailly addresses the value of comparative studies in a transatlantic perspective in particular when it comes to migration and border studies .



Special Interview:

LAURENT PECH
The opportunities of using Twitter for academics

Laurent Pech is Professor of European Law and Head of the Law and Politics Department at Middlesex University London. Laurent is also a Visiting Professor of Law at Bordeaux University. Professor Pech specialises in EU Public Law and has lectured in a variety of subjects including EU Constitutional Law, EU Internal Market Law, EU Competition Law and EU Fundamental Rights Law.



Watch the video here:

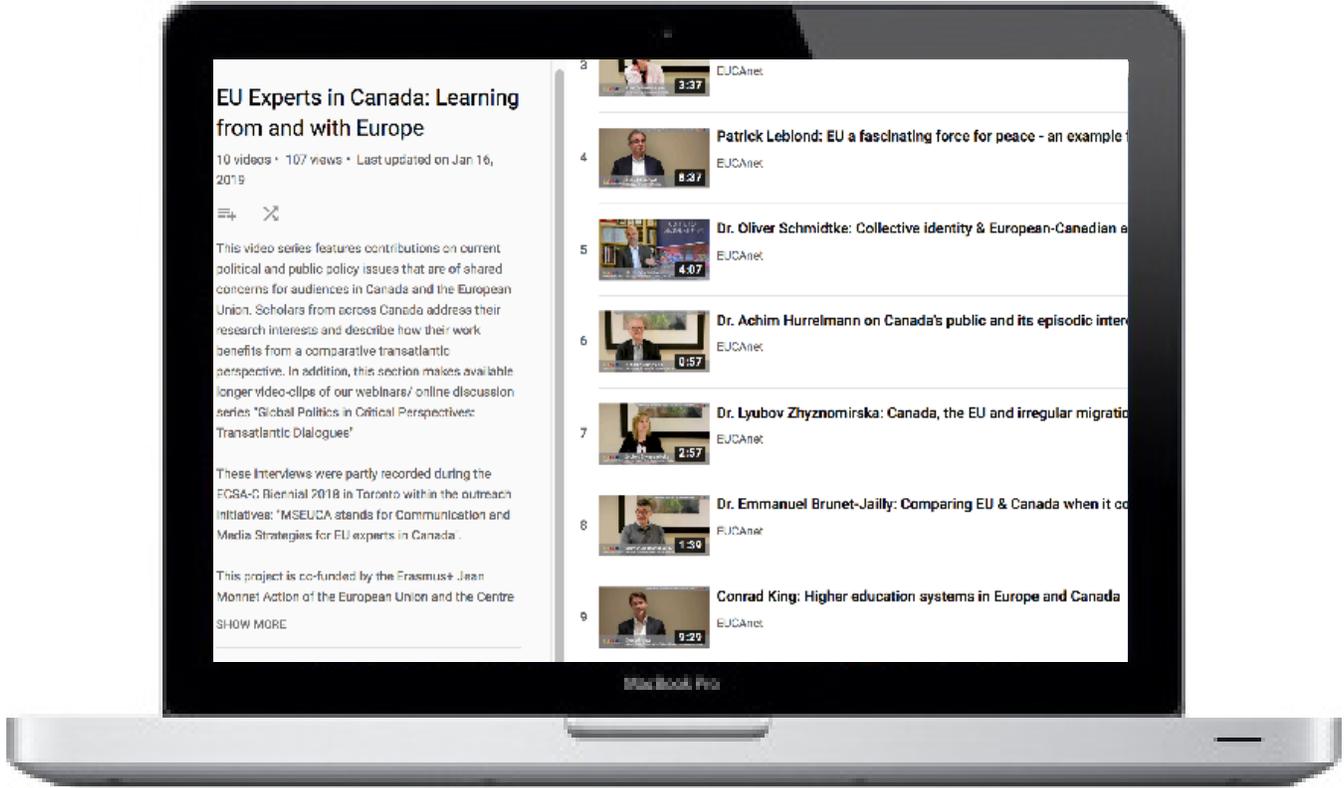
<https://www.youtube.com/watch?v=GwJt1Cl797k&list=PL8AD-W6xXt9VW-6YX8A5HFENkJzDj7q8Fj>



Interviews, Video clips and Social Media Training

Engaging scholars in outreach activities

Toronto, ON



VIDEO SERIES

EU Experts in Canada: Learning from and with Europe

To watch this video series, please visit: <https://bit.ly/2CXymPa>



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Communication
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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 to:

Heather MacRae, new incoming ECSA-C president and her team: **Julian Campisi** and **Hailey Murphy**, the ECSA-C YRN group members: **Ahmed Hamila**, **Juliette Dupont**, **Pablo Ouziel**, **Johannes Muller Gomez**, **Sabrina Paille**, **Peter Milonas**; former ECSA-C presidents: **Ruben Zaiotti**, Dalhousie University, **Joan DeBardeleben**, Carleton University, **Emmanuel Brunet-Jailly**, University of Victoria and the Jean Monnet Chair ad Personam **Amy Verdun**, University of Victoria.

Centre for Global Studies Organizing Team:

Beate Schmidtke, EUCAnet MSEUCA Project Manager and Coordinator; **Chorong Kim**, video producer and filmmaker, **Karen Yen**, EUCAnet designer.



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