

## MSEUCA

Communication  
& Media Strategies  
for EU experts  
in Canada

OUTPUTS OVERVIEW  
2017 / 2019

This Jean Monnet Project **Communication and Media Strategies for EU experts in Canada (MSEUCA)** was developed in collaboration with the Centre for Global Studies and the European Canada Network initiative (EUCAnet) at the University of Victoria. It was co-funded by the Erasmus+ Programme of the European Union and the Centre for Global Studies.



## MSEUCA

Communication  
& Media Strategies  
for EU experts  
in Canada

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

### ACTIVITIES/ OUTPUTS:

#### EVENTS

##### **‘Expert Knowledge in the Age of Declining Trust in Media’**

*Toronto, May 2018*

<http://eucanetnew.qa.caorda.com/mseuca-age-of-declining-trust-in-the-media-report/>

##### **‘Public Debates in Turbulent Times: Academia and Media’**

*Victoria, March 2019*

<http://eucanetnew.qa.caorda.com/mseuca-public-debate-in-turbulent-times-academia-and-media/>

Expert knowledge in the age  
of declining trust in the media

May 9-11, 2018

Toronto, ON



Public Debates in Turbulent Times:  
*Academia and Media*

March 19 - 20, 2019

Victoria, BC



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



University  
of Victoria

Centre for  
Global Studies



University  
of Victoria

Political  
Science



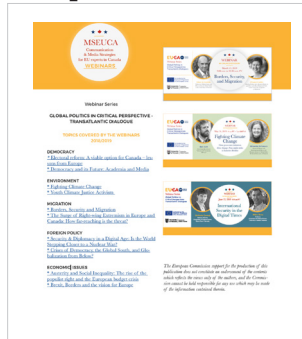
EUROPE  
CANADA  
NETWORK

*The European Union support for the production of publications does not constitute an endorsement of the contents which reflect the views only of the authors, and cannot be held responsible for any use which may be made of the information contained therein.*

**10 WEBINARS**

**Global Politics in Critical Perspective - Transatlantic Dialogues**

<http://eucanetnew.qa.caorda.com/mseuca-webinar-series/>



**PUBLICATION**

**Media Strategies for Scholars in Canada working in the field of EU and European Studies**

<http://eucanetnew.qa.caorda.com/mseuca-media-strategy-guide/>



**EXPERT'S GROUPS**

<http://eucanetnew.qa.caorda.com/mseuca-research-groups/>

**OUTREACH**

**Media Archive: Engaging scholars**

<https://www.eucanet.org/index.php/projects/mseuca/engaging-experts>

**20 Media Profiles**

<https://www.eucanet.org/index.php/news-media/experts-commentary>

**Expert video clip series**

<https://www.youtube.com/playlist?list=PL8ADW6xX-t9VUleHNyqIFGTZac58CpWY9S>

**Expert knowledge and Media videos**

<https://www.youtube.com/playlist?list=PL8ADW6xX-t9VW-6YX8A5HFENkJzDj7q8Fj>

**Blog**

<http://blog.eucanet.org/>

