

## Academics with Media Expertise



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#### Fields of Expertise

European Union politics, Canada-Europe relations (including trade issues), democratic politics in European states

#### Recent Media Topics:

Brexit, CETA, transatlantic relations, political developments in Germany, the UK, and France

#### Media Expertise - Examples

Recent TV Interview:

<http://www.cpac.ca/en/programs/primetime-politics/episodes/50754577>

(starting at 44:20)

TV: CBC (Canadian Broadcasting Cooperation); CTV (Canadian Television Network); CPAC (Cable Public Affairs Channel)

Print: Op-Eds for Globe and Mail, Ottawa Citizen

Radio: CBC; SWR (Südwestrundfunk, Germany); CFRA News Talk Radio Ottawa

#### Tips for TV/Radio interviews:

“Even brief media appearances can take a lot of time – preparation, travelling to the studio, waiting for your segment to come up, and so on. I only do media appearances on topics that matter to me. I ask myself if I have something relevant to say, and if I am confident that the program will give me the space to do so. It is important to think ahead about the key points you want to make, but you should also be ready for unexpected lines questioning. For TV, one thing I had to learn is to cut out excessive hand gestures, which come across as awkward. No interview is ever perfect, but you can use them as a learning experience: Watch the video or listen to the recording, and take notes on what to improve next time.”

#### Why engaging with media ?

“It is important for academics that we learn how to communicate scholarly knowledge or research findings to a broader audience. This can greatly increase the impact of our work. I also think that, as publicly funded scholars, we have a duty to share our expertise with society.”