

Academic with Media Expertise



Patrick Leblond

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Frequent commentator (in English and French) on economic policy and international economic affairs in Canadian and international media

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Fields of Expertise

Business-government relations, macroeconomic policy, European economy, global economic governance, international finance, international trade, North American economic integration

Recent Media Topics:

Brexit, Canada-China economic relations, CETA, CUSMA/USMCA, G7, US-China trade tensions

Media Expertise - Examples

Television interview on the G7 leaders' summit in Biarritz, CTV News Channel
<https://www.ctvnews.ca/video?clipId=1763533>

TV: ABC News (Australia), BNN Bloomberg, CBC, CNBC Asia, CPAC, CTV, Global, Radio-Canada, TVA

Radio: AM900 CHML, CBC, BBC, Knowledge@Wharton (SiriusXM), Radio-Canada, Voice of America

Print: Financial Times, Hill Times, La Presse, Le Devoir, Le Monde, National Post, Ottawa Monde, National Post, Ottawa Citizen, The Globe and Mail, The Guardian, The New York Times

Online: CBC, CNBC, Huffington Post, iPolitics.ca, Quartz, Radio-Canada, Western Producer

Tips for TV/Radio interviews

“Keep answers short! Don't get bogged down in details (keep it a high level but indicate that the issue in question is complex). Assume that the viewer or listener does not know much, if anything, about the topic. Provide a concrete example to support your point, something that people can relate to. It is okay not to know something; if so, then redirect your answer to what you know. I used to prepare for hours for one radio or TV interview. Then I realized that it was a waste of time. If you get a call, it is because you are the expert (if not, then say no to the interview request). One should have enough knowledge about a topic to talk about it for five minutes. Finally, Canadian media always ask about what an issue means for Canada.”

Why engaging with media ?

“Because it is important to explain to the “public” what is going on in the world and what it means for people's everyday life, today or in the future. As an academic, I see my job as providing nuance on issues on which I have expertise (nothing is ever black and white) and try to support my explanations with basic facts (statistics or examples).”