



J-SOURCE.CA
PROJETJ.CA

YEAR IN REVIEW 2010-2011

J-SOURCE and **PROJETJ** are website projects of the CJF in collaboration with leading journalism schools and organizations across Canada. Collectively known as the Canadian Journalism Project, this team is dedicated to enabling a national online conversation about the achievement of, and challenges to, excellence in Canadian journalism, and providing a trustworthy source of information.

The sites have only continued to grow over the last four years. Our stats tell us an average of **14,000 people visit J-Source on a monthly basis**, and we have over 5,500 Twitter followers between J-Source and ProjeTJ.

These are some highlights from the last year.

NEW PERSONNEL



After three years of helping J-Source.ca as founding editor, **Ivor Shapiro** handed over the reins to **Janice Neil**, a fellow Ryerson professor and CBC Television journalist. Not wanting to sever all ties with the site, Ivor has stayed on as co-chair of the project's Management Committee, which oversees all its non-editorial aspects.

Dana Lacey breathed new life into daily operations at J-Source.ca during her one-year stint. The site saw growth across all site metrics, most notably site traffic, setting a new bar for editorial in terms of producing timely, relevant content.

Meanwhile, at ProjeTJ, founding editor Colette Brin ceded to **Michel Dumais**, a tech journalist who brings both his reporting and web management skills to the project. In turn, new Associate Editor **Anne Caroline Desplanques** has put much effort into fostering the site's social media audience (Twitter, Facebook), with an average monthly growth of 13% in Twitter followers over the last 9 months.

NEW CONTENT

J-Source Live Coverage

Home / J-Source Live Coverage

All Events

Live: Google for Journalists

Journalists are invited to learn search secrets at Google Canada's American Business Editors and Writers's second foray into Canada: smarter researchers and "get the most from the web." Also: for

Apr 26, 2011

CJF Forum: Social media meets traditional election Q&A panel discussion featuring Mark Blevis, Chris Boutet and Hirsh.

Apr 19, 2011

CNW Breakfast with the Media: The Multimedia News Chris Hogg, Anjali Kapoor, and Sarah Millar talk about why m

With site analytics telling us time and time again that news is of the utmost importance to J-Source readers, we increased our focus on daily reporting and enhanced our social media output. This involves staying on top of **breaking journalism news**. One such exclusive report – on a **buyout package offered to National Post journalists** – resulted in a flurry of traffic and Twitter buzz and legitimized J-Source as a site that not just reports the news but breaks it as well.

While we augmented our daily news, we've kept our focus on the core content of J-Source and what we feel sets us apart from aggregators: Original features from working journalists, veterans and journalism academics. Among these are former CNN reporter **Wilf Dinnick** on Twitter coverage in Egypt during the revolution, CTV health reporter **Karen Owen** on challenges of covering the controversial Multiple Sclerosis Liberation Treatment, and CBC Radio reporter **Dave Seglins** on the consequences of a sleepless week covering the sentencing of Russell Williams.

One of the other exciting additions to J-Source this year has been a **Live Coverage** section, powered by ScribbleLive. In addition to the **CJF Forums**, which are now regularly live-blogged by J-Source, we attend and cover journalism events across Toronto. This year we've offered our audiences a look at Google's Toronto headquarters in a session on **Google for Journalists**; a full-day symposium on **Women in Journalism** at Ryerson University (which trended on Twitter ahead of the official hashtag for the event); and the sold-out **Future of Media** panel discussion featuring some of Canada's biggest names in new media journalism.

NEW READERSHIP



We **surveyed our readers** in 2010, to get general feedback on the site. They rated J-Source an average of 4/5 across all elements of the site (Content, Design, Layout, Navigation). In essence, our existing readers were relatively happy.

In 2011, we **surveyed journalists** who had not signed up to the site previously to learn why they hadn't signed up or if they were even aware of the site. We discovered almost a quarter of those surveyed had not heard of J-Source before, so just by issuing the survey we announced ourselves to a new contingent of potential readers. The feedback will also help us better target a working journalists outreach campaign this coming fall.

We also sought more new, different audience members at **Word on the Street**, the annual literary festival. Through a giveaway sponsored by **Microsoft**, we encouraged close to 200 new sign-ups and have retained over 3/4 of them. It also gave staff a chance to interact personally with readers, reinforcing the importance and impact of their work.

NEW RELATIONSHIPS



In an effort to improve CJF programs overall, Program Committee member Chethan Laksham organized a pro-bono session with **Ketchum Public Relations** to review existing communications practices and brainstorm some improvements. Through the session, we were able to identify weaknesses in our marketing and outreach efforts, and come up with some initial easy solutions to implement. These include more and better cross-promotional links between J-Source and other CJF programming as well as more engaging copywriting in our external communications.



We held a similar session with **Mathew Ingram**, a former *Globe and Mail* tech and business journalist who now writes for tech site GigaOM, looking at J-Source specifically. Much of the focus was on social media and how we can better leverage our existing profile to bring new people to the site. Farther-reaching goals include developing a more effective marketing campaign to target working journalists as well as a fundraising strategy that includes online ads.

And finally, one of the biggest endeavours we took on this year was the redevelopment of the J-Source and ProjetJ sites with **Freeform Solutions**, a web development company that caters to non-profit organizations. Security was the primary driver behind the investment, as our current platform had become obsolete and was no longer supported by the manufacturer. The new site – built in a leading open source platform called Drupal – will be launched over the summer and will hopefully make our editors' jobs easier and our visitors' experience more enriching.

PROJETJ



The French sister-site of J-Source.ca -- **ProjetJ.ca** -- saw some important developments over the past year as well. At the beginning of the season, ProjetJ and the CJF sponsored a reception at the annual Fédération professionnelle des journalistes du Québec conference in Montreal. This allowed us to bring ProjetJ contributors and staff together in a face-to-face meeting, strengthening existing relationships as well as forging new ones with our target audience.

Anne Caroline has continued to foster relationships with these contacts in **Twitter and Facebook**, not just relying on an auto-generated feed of content but seeking out new content and driving traffic to the site through her community building activities on those platforms.

She has also continued the ProjetJ tradition of producing original content, scoring interviews with such high-profile media luminaries as **Luc Lavoie**, head of Sun TV News, and **Stéphane Goué**, secretary general of the Ivor Coast branch of the Committee to Project Journalists. Her interviews with employees of *Journal de Montreal* reporters who at the time were entering the 21st month of a lockout garnered her and ProjetJ a Grands Prix du Journalisme Indépendant award nomination.