



J-SOURCE.CA

PROJETJ.CA

YEAR IN REVIEW 2011-2012

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: In the last season, an average of **16,600 people visit J-Source on a monthly basis**, and more than 8,000 people now follow J-Source and ProjetJ on Twitter.

Highlights

Personnel Changes



At J-Source, Belinda Alzner (right), who has worked at OpenFile and Chatelaine.com, took over as associate editor with the goal of getting the team more active in the social media space, in particular Twitter, where J-Source sees a lot of activity. At ProjetJ, Anne Caroline Desplanques was promoted to editor-in-chief and has, among other accomplishments, helped grow its Facebook presence.

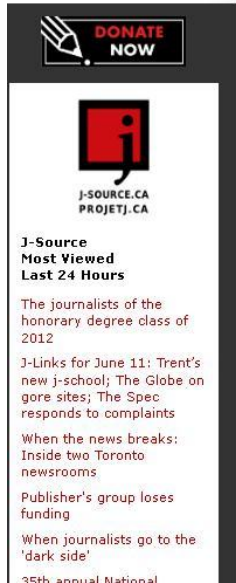
Content

As the must-read site for journalism news, J-Source seeks to enrich its content through collaborations, original stories, and aggregated news. David McKie, editor of Media magazine published by the Canadian Association for Journalists, joined as the new Ideas editor, allowing for a content-sharing agreement between J-Source and Media. This year also saw the start of a new Health and Medical Journalism section, thanks to Meredith Levine, a professor at University of Western Ontario. More recently, it introduced “J-Links,” a daily round-up of journalism news stories, thanks in part to the hiring of a new summer work-study student Angelina Irinici.

Top stories on J-Source included those surrounding the J-Source Canadian Newsperson of the Year Award; the reasons behind the CBC News Networks’ decision



to cancel Connect with Mark Kelley by Field Notes editor Nicole Blanchett Neheli; and an opinion piece about Canadian news outlets introducing paywalls by Ryerson student Jeff Fraser.



In January, ProjetJ garnered its highest amount of traffic ever thanks to a story by Desplanques comparing the differences between La Presse and Le Devoir in regards to their coverage of Gilles Duceppe and the way he managed le Bloc Québécois' budget. Her story resulted in responses from both news outlets, which were published on ProjetJ. Thanks to ProjetJ's collaborations with J-Source, other stories by Desplanques received additional exposure, including an article about on-call journalists and a piece about journalists becoming victims of police and protester violence in Montreal student demonstrations. Both were translated and posted on J-Source.

To further drive traffic to the CJP sites, the Most Viewed J-Source/ProjetJ stories have been posted on the Canadian Journalism Foundation sites (English and French).

Recognition

The Canadian Journalism Project is the proud recipient of the Canadian Association of Journalists President's Award for its contributions to Canadian journalism. Presented in April at the CAJ gala, this award is given at the president's discretion under circumstances of exceptional merit and is not an annual award.



Rewarding Innovation

The J-Source Canadian Newsperson of the Year (formerly known as the Integrity Award) generated buzz in the journalism community, became the most opened newsletter of the season and drove an impressive amount of traffic to the J-Source website in January. The live posting of nominees allowed visitors to watch the list grow as nominations were submitted. Nearly 30 people were nominated and in the end, the jury members selected the person they agreed best embodied the spirit of innovation: Wilf Dinnick, CEO and co-founder of OpenFile. Dinnick was presented with the award at the CJF 15th Annual Awards Gala.