



J-SOURCE.CA

PROJETJ.CA

YEAR IN REVIEW 2012-2013

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.

Highlights

J-Source continues to be the must-read site for Canadian journalism news, with an average of 19,500 people visiting each month. It's wrapping up this year on a high note: April saw more than 58,000 page views, its highest number ever. The number of Twitter followers, meanwhile, has surpassed 8,000, which is the amount of total CJP followers combined this time last year.

Some notable changes, which has contributed to its success: a redesigned newsletter; a more frequently updated homepage; and greater emphasis on industry news, people news, commentary, and lists. While job and internships listings and articles about how much journalists get paid continue to be the most popular pages, top stories included several about Ezra Levant, the much-debated list of top 101+ Canadian Twitter accounts to follow, and the Margaret Wente plagiarism story.

The J-Source Newsperson of the Year Award was once again a success, with the posting of nominees allowing visitors to watch the list grow as nominations were submitted. To draw more discussion around the award, the jury came up with a shortlist a month before announcing the winner, Jorge Barrera, a reporter with APTN, at a CJF J-Talk in February.

As this year draws to a close, a warm thank you to J-Source editor-in-chief to Janice Neil, who will be leaving the project to go on sabbatical.

ProjetJ also instituted some notable changes, with visuals populating stories on a consistent basis, more frequent postings, and new freelancers adding to the mix of stories. Top page views included stories about how a journalist feeling bullied in his work, how much journalists make, and Céline Galipeau on Twitter. Twitter followers grew to more than 5,000.

CJP Transition

With the CJP Transition Team busy solidifying the business plan, confirming collaborators and sorting out logistics, we are confident that the transition of J-Source and ProjeTJ will be smooth.