



The Canadian
Journalism Foundation
La Fondation pour le
journalisme canadien

THE CANADIAN JOURNALISM FOUNDATION:

A YEAR IN REVIEW June 11, 2008

GREAT **JOURNALISM** HAS A FOUNDATION.
LA FONDATION DU GRAND **JOURNALISME**.

About the Canadian Journalism Foundation

Since its inception more than 17 years ago, the Canadian Journalism Foundation has played a unique role in fostering and rewarding excellence in Canadian journalism through its provocative programming and one of the industry's most prestigious awards ceremonies.

As well, the Foundation has been dedicated to acting as a catalyst for open and honest dialogue, helping to improve relationships and understanding between media and the private and public organizations that are often the focus of media and public attention. It is a pivotal distinction that sets the Canadian Journalism Foundation apart.

But the Canadian Journalism Foundation is at a critical juncture. Armed with an ambitious long-term strategic plan, the foundation must invest a significant amount of resources into creating a fundraising and operational infrastructure that will sustain it in perpetuity. Critical to this process is the development of a truly national scope.

History

Founded in 1990, The Canadian Journalism Foundation (CJF) is a not-for-profit organization that exists to support and reward excellence in Canadian journalism and to act as a catalyst for co-operation and understanding between leading public and private organizations and the media.

The Canadian Journalism Foundation attracts presidents, CEOs and senior executives from Canada's leading institutions. The Foundation's Executive Committee, Advisory Board, and Board of Governors include high-level representatives from corporations, media organizations, academic institutions, professional associations, and some of Canada's leading charitable foundations. CJF is built on the commitment of these inspired and influential individuals — leaders such as Sally Armstrong, John Honderich, Thomas Kierans, John Fraser, Eric Jackman, Don Newman and Michael Benedict, to name a few — who lend their time and expertise to furthering CJF's mission.

Encourage Dialogue through Provocative Programs

The Canadian Journalism Foundation is uniquely positioned to act as the forum for discussion on the role of the media in Canadian society through its ability to bring together sectors of society with the media for open and honest dialogue. Our programs, in the form of panel discussions and other forums, are targeted at journalists, media executives, as well as academic and business leaders to help illuminate current issues or concerns.

Through public panel discussions and seminars, stakeholders, experts and advisors share information, exchange perspectives, and debate ethics and values. These people get at the heart of the issues, and at what's important for Canadians to know and understand.

New and essential channels open between media and other sectors. Non-media organizations gain an understanding of the realities that drive media policies and practices. The media gain insight into the conditions and constraints that guide business and government decisions and actions.

The CJF's most recent programs have experienced unprecedented registration and public-awareness, due to the provocative and relevant topics with high-calibre speakers, such as:

On April 1, CJF presented **Michael Geist in Vancouver** on E-publishing and the law. The Internet and new technologies have ushered in a seemingly unlimited array of possibilities for access to knowledge, creativity, and public participation. University of Ottawa Law School professor and internationally renowned expert on law and the internet Michael Geist highlighted the role that the Internet is playing for new creativity and knowledge sharing, while identifying the business and policy challenges that this creates for journalists and journalism.

In October 2007, in partnership with the University of Toronto's Munk Centre for International Studies, the Foundation launched its inaugural annual **Democracy and Journalism Lecture Series**, with Beverley McLachlin, who was appointed the first female Chief Justice of the Supreme Court of Canada in 2000. She spoke eloquently on the relationship between democracy and journalism from her view on the bench.

Medical errors kill more than 23,000 Canadians each year. A panel discussion delved into the issue, the public's right to know and the role of the media. Other thought-provoking topics focused on the **Media and the Military in Afghanistan**, **Women in Politics**, and the **Tech Effect on Journalism** and if it meant the death of traditional journalism.

Reward the Best of the Best in Journalism

Our annual awards program recognizes and encourages excellence in journalism as well as provides unique professional development opportunities for Canadian journalists.

The annual **Lifetime Achievement Award** recognizes a substantial contribution by a Canadian journalist to the profession. Previous recipients of the award include Norman Webster, Knowlton Nash (the CJF's first chair), June Callwood, Doris Anderson, Peter C. Newman, Trina McQueen, Peter Gzowski and Robert Fulford.

Organizations which embody exemplary journalistic standards and practices are honoured through our annual **Excellence in Journalism Award**. Past recipients include the *Globe and Mail*, *The Hamilton Spectator*, CBC News, *Ottawa Citizen*, *Macleans Magazine*, and CTV News.

The annual **Greg Clark Award** is designed to offer working journalists, early in their career, a professional development opportunity which will allow them to gain insight, strategic information and meet key decision-makers in a sector or issue they regularly cover. Megan Wennberg, Trish Audette, Louise Abbott and Shi Davidi are just some of the young journalists who were presented with this award in the past.

The **Canadian Journalism Fellowships**, awarded annually by the University of Toronto and Massey College, reward emerging journalists with a year long of study at Massey College in

the discipline of their choice. In addition to the fully paid fellowship, they are given postings within the industry to work along side a professional journalist in television, radio or print. Past recipients include Avril Benoit of CBC/Radio Canada, Bashir Tariq of *The News* in Pakistan, and Richard Blackwell of the *Globe and Mail*.

The **Atkinson Fellowship in Public Policy**, awarded by the Atkinson Foundation, provides a grant for a Canadian journalist to undertake a year-long research project on a topical policy issue. It is designed to further both the tradition of liberal journalism in Canada and the commitment to social and economic justice of Joseph E. Atkinson. Past recipients include: Ed Struzik, who focused on climate change and the Arctic; Ann Rees, whose research project delved into the freedom of information issues; and Andrew Duffy, who focused on the class struggles in public education.

Our awards are presented at the CJF's **Annual Awards Gala** in Toronto, offering a unique occasion for prominent journalists, media executives, business and public sector leaders to come together to celebrate excellence in journalism.

Engage the Journalistic Community from Coast to Coast

The CJF is a national organization that, in the Spring of 2007, built a virtual centre for excellence for journalists at www.j-source.ca (and its French counterpart www.projetj.ca) – the only website of its kind in Canada. A collaboration with leading journalism schools and organizations across the country, J-Source is a source for news, research, commentary, advice, discussion and resources.

The website serves as a hub for journalists, journalism educators and members of the public who are interested in journalistic excellence, and reaches out to multiple institutions, communities, and practitioners. The website has the potential to help effect systemic improvement within and across news organizations, and to assist in the education of tomorrow's journalists. It will help Canadians gain a greater understanding of the issues and forces that underlie policy and decision-making in the private, non-profit and public sectors, and will provide the public with opportunities to exchange ideas and perspectives with those practising and teaching journalism across Canada.

In Canada, this work of exploring and promoting excellence is carried out by a variety of organizations, including journalism educators, the Canadian Media Research Consortium, the Canadian Association of Journalists and the Canadian Journalism Foundation, but to date there has been no concerted and collective program at a national level.

J-Source/ProjetJ seeks to enable a national conversation about excellence in Canadian journalism and offers its users a convenient and trustworthy source of information and commentary about all aspects related to excellence in journalism, across all media and geography.

Building a civil society – why CJF matters

Canadians need the best available information in order to make sound decisions about the issues that shape our society. Access to in-depth, authoritative information is vital to the democratic process.

As Canadians' primary source of information about today's complex and challenging issues, the media play a pivotal role in shaping public decision making. Media are challenged to fulfill their role of providing intelligent, incisive information. They need access to the knowledge and insights of experts. They need to gain greater understanding of the issues and forces that underlie policy and decision making in the private, non-profit and public sectors. They need opportunities to exchange ideas and perspectives with others both in and outside their field. The Canadian Journalism Foundation creates these opportunities by working with media and non-media organizations to improve the quality of public information through excellence in journalism. Our forums offer high-level, in-depth dialogue and debate. The result: Powerful ideas and insight that contribute to knowledge and influence understanding.

A Year in Review : A Monthly Snapshot

In February of 2007, the Canadian Journalism Foundation Board of Directors approved an ambitious three-year strategic plan that would change the face of the organization. Since its approval, the Canadian Journalism Foundation has made great strides towards increasing its reach from coast to coast, through the launch of J-Source.ca and its French-language equivalent Projetj.ca, and for first-time ever, through events organized outside of Toronto — in Ottawa and Vancouver. The Foundation also launched the inaugural Democracy and Journalism series, in collaboration with the Munk Centre for International Studies and with The Right Hon. Beverley McLachlin, chief justice of the Supreme Court, as the guest speaker. Foundation programs also increased in frequency and in breadth, almost doubling attendance to an average of 125 people at each event, thanks to collaborations with organizations such as the CNW Group that significantly boosted interest and reach.

The Foundation also aggressively pursued its goals of becoming a self-sustaining organization by hiring the Offord Group to develop a fundraising plan to act as a roadmap for future efforts. As a result, in the Spring of 2008, CJF hired fundraising consultant Maryann Kerr to help the organization to help build its fundraising infrastructure. The coming year will bring progressive changes and new initiatives, but the following monthly snapshot provides a flavour of the Foundation's activities from April 2007 to May 2008.

April 5, 2007: Our first programming event of the year brought together the city's leading experts to discuss The Tech Effect on News Reporting, from new methods of gathering and displaying information, to redefining the word "news" itself. Mathew Ingram, Business and Technology Columnist for the *Globe and Mail*, Mark Evans, Vice President, Operations of b5media inc., Hugh Dow, President of M2 Universal media planning and buying, and moderator Amber MacArthur, CityNews' New Media Specialist, led this lively discussion about the future of journalism.

April 16, 2007: An unprecedented collaboration between the CJF and leading journalism schools and organizations across Canada launched the fruits of its labours: J-Source/ProjetJ, a bilingual website designed to provide leadership, commentary and resources related to the achievement of the highest caliber of journalism and journalism education.



June 6, 2007: The Canadian Journalism Foundation's Annual Awards Gala celebrated its 10th Anniversary with flair and panache. Special guest Graydon Carter, editor of *Vanity Fair* magazine, addressed the gala audience, composed of roughly 500 of Canada's top journalists, media executives, business and public sector leaders. Norman Webster joined the ranks of an illustrious group of journalists to receive the CJF Lifetime Achievement Award.

September 2007: The Canadian Journalism Foundation launched the French-language version of its www.cjf-fjc.ca site.

November 11, 2007: The Offord Group presented its fundraising report to the Board.

October 3, 2007: There was no shortage of questions for the panel at our Reporting Medical Errors event, which included Registered Nurse Virginia Flintoft; Wendy Levinson, Physician-in-Chief at Sunnybrook Hospital; Dr. Terry Sullivan, CEO of Cancer Care Canada; and André Picard, award-winning public health reporter with *The Globe and Mail*. During one of the most memorable parts of the program, Flintoft described her own journey through adverse events when she was diagnosed with and treated for colorectal cancer three years beforehand.



October 17, 2007: Representatives for charities flocked to Hart House at the University of Toronto to listen to a panel discussion about The Charitable Sector and the Media, presented in collaboration with Imagine Canada. Panel members included Kevin Donovan, investigative editor and senior reporter with *Toronto Star*; Frances Lankin, CEO of United Way; Donald McCreesh, Chair of Imagine Canada; and Martin Connell, Chair of Toronto Community Foundation. The moderator was John Macfarlane, Editor of *Toronto Life*. This event set a new

benchmark for attendance at CJF events, selling out over a week in advance — a pattern that would repeat itself at all future events in the 2007/2008 season.

October 31, 2007: To launch the CJF's inaugural series "Democracy and Journalism," in collaboration with the Munk Centre for International Studies at the University of Toronto, the Right Honourable Beverley McLachlin, Chief Justice of the Supreme Court of Canada spoke about her views on the relationship between these two important institutions. The speaking engagement gave members of the general public a rare opportunity to meet and discuss issues with the Chief Justice in person (pictured at right).





January 29, 2008: Days after releasing a report to Stephen Harper on Canada's future role in Afghanistan as part of a government-appointed panel, Pamela Wallin shared personal recollections of her work and tour of Afghanistan. "I've been to a lot of war zones, I've covered a lot of wars. I was there for the signing of our country's constitution," she told a full auditorium at U of T's Innis College. "There have been a lot of momentous events but very rarely in your life are you asked by your country to try and help your fellow citizens to figure out what to do with a really, really difficult problem." The event was sponsored by AGF Management Ltd.

March 6, 2008: Michael Geist, a University of Ottawa Law School professor and internationally renowned expert on law and the Internet, outlined new distribution methods of information — what he termed "the new normal" — during a talk at the MaRS Centre in Toronto. "People are creating not because of copyright, not because they are looking for compensation, but instead because they have the power to create, the desire to create, and the ability now to share it with the world." The presentation gave journalists, and anyone else who publishes online, food for thought as they strive to protect their work.

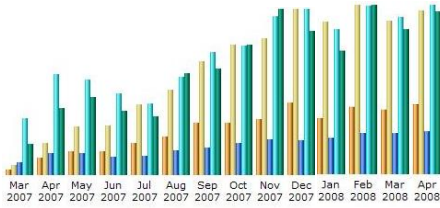


April 1, 2008: Our first programming event outside of Toronto saw government reps and the media, who cover security issues, discuss their Mutual Dependence, Mutual Distrust in Ottawa. Panelists Ward Elcock, former CSIS director, Jeff Sallot, Carleton University journalism professor and long-time *Globe and Mail* reporter, and Wesley Wark, Visiting Research Professor at the Graduate School of Public and International Affairs at the University of Ottawa, were deftly moderated by

CBC senior parliamentary editor Don Newman. By collaborating with the Canadian Association for Security and Intelligence Studies (CASIS) and the National Press Club, the CJF was able to attract a new Ottawa-based audience to its cause. The event was also sponsored by the CNW Group and Waste Management.

April 4, 2008: Michael Geist presented his eye-opening review of the state of Internet publishing at our second event outside of Toronto — at the University of British Columbia's St. John's College in Vancouver — establishing the CJF as a truly cross-Canadian organization. Multimedia reports of most CJF programs, featuring a write-up, images and video of the event, are available at the CJF website: <http://www.cjf-fjc.ca/programs.htm>.

One year after J-Source/ProjetJ launched, the site now averages about 5,000 unique visitors every month, and has seen its list of contributors grow to include journalism's biggest and brightest. High-profile journalists such as Don Sellar, Kevin Donovan and Andre Picard have provided original columns, and a host of other award-winning journalists have eagerly shared the stories behind their stories. A one-year business plan has also been developed to ensure the continuous growth to these sites. The following page provides an at-a-glance view of how this website resource has developed to serve the journalism community in Canada.



Launching to the public with about 1000 articles in its collective database, both **J-Source** and **Projet J** have more than doubled that number over the last eight months. The graph at left shows how J-Source's traffic has grown over the last year.

<< Our **Main Menu** allows visitors to easily navigate our main categories, each of which is edited by one of our founding Section Editors.

>> Our **Section Editors** represent the leading journalism schools and organizations across the country, and are considered experts in their respective discipline.

Town Hall is the J-Source blog, maintained by Canadian Journalist founders Deb Jones and Greg Locke, where more informal discussions take place between our editors and visitors.

Our scrolling **J-Topics** box reveals a wealth of issues up for discussion, from Ag Journalism to the Virginia Tech Massacre.



J-Source enjoys additional content **Support** from other media organizations to keep our content as fresh and relevant as possible — and the list keeps growing.

Each week, our **Newsletter** is distributed to over 200 subscribers, complementing the website's RSS feed as an additional means for visitors to stay up-to-date on journalism facts, opinions, tools, advice and connections from the comfort of their own inbox.

May 28, 2008: The CJF announced the winners of its major awards – and the anticipated election of a new chair, John E. Macfarlane – at the 11th Annual Awards Gala at the Fairmont Royal York Hotel in Toronto.



Sally Armstrong (L) and the Chief Justice

One of the evening's highlights was the presentation of a Lifetime Achievement Award to Sally Armstrong by the Chief Justice of the Supreme Court of Canada, The Right Honourable Beverley McLachlin. "Sally Armstrong is a person of many talents," said the Chief Justice. "She helps us all understand the driving forces that are shaping this new century, and how we can meet the needs of the disposed and forgotten from around the world. She is a Canadian we can all be so proud of, and I am so pleased to be able to be part of this celebration of her many contributions."

Other highlights included the presentation of the following awards:

Excellence in Journalism Award

The Canadian Press won the Excellence in Journalism Award in the large or national media category, sponsored by the Jackman Foundation and the Canadian Journalism Foundation. "The jury was particularly impressed with the quality of CP's application," said Donna Logan, chair of the selection jury. "We were particularly impressed with how CP has rebounded from the loss of a major client by re-energizing itself both journalistically and business-wise, by expanding into new multi-media avenues while maintaining a solid core of national and regional news."



The Canadian Press team



Russell Wangersky, Editor-in-chief, The Telegram

The Telegram from St. John's, Newfoundland, won the Excellence in Journalism Award in the small, medium or local market category. "In the case of *The Telegram*, the jury was impressed with the thoroughness of the application in addressing all the categories for the award," said Ms. Logan. "The quality of journalism being produced at the paper, especially given the size of its newsroom, is truly outstanding."

Honourable Mentions went to *Kingston Whig-Standard* in the small/local category and the *Winnipeg Free Press* in the large/national category.

Greg Clark Award

The Greg Clark Award, sponsored by CTV and the *Toronto Star*, went to Jennifer Dunville, the education reporter at *The Daily Gleaner* in Fredericton, NB, who has witnessed the three-year trend of her province's school test literacy and numeracy scores flatline. This award will enable her to go behind the scenes at the Edmonton Public School Board of Education, meeting with school officials, directors of education and both star and struggling students, to help her understand why Edmonton's school test scores are among the highest in the country.



Jennifer Dunville



The 2008 Canadian Fellows

Canadian Journalism Fellowships

The Canadian Journalism Fellowships are awarded annually by Massey College in the University of Toronto. CBC Television producer Eric Foss is this year's CBC/Radio-Canada Fellow. Susan Delacourt, senior writer at the *Toronto Star*'s Ottawa bureau, is awarded the St. Clair Balfour Fellow, named after the late St. Clair Balfour who, along with the late Gordon N. Fisher of Southam Newspapers, created these fellowships in 1962. Michelle Gagnon, a news and documentary producer at CBC/Radio-Canada, is the Webster/McConnell Fellow, named after two Montreal foundations.

New this year is the Kahanoff Fellowship, granted to Graham Thomson from the *Edmonton Journal*. And, finally, this year's Gordon N. Fisher Commonwealth Fellowship went to Robert Mukasa, news editor at *The Monitor* in Kampala, Uganda.

Atkinson Fellowship in Public Policy

The Atkinson Fellowship in Public Policy, worth up to \$100,000, is sponsored by the Atkinson Charitable Foundation, the *Toronto Star* and the Honderich family. The grant provides for a Canadian journalist to undertake a year-long research project on a topical public policy issue. The recipient of the fellowship this year is Alanna Mitchell, an author and journalist who worked at the *Globe and Mail* for 14 years. For her fellowship, she will be working on a project entitled *The Possible School*, which will explore policy solutions for ensuring every child has access to the very best public education society can provide.



Alanna Mitchell and John Honderich

Ipsos Reid Poll

An Ipsos Reid poll, conducted on behalf of the Canadian Journalism Foundation and announced at the gala, reveals that Canadians are generally trustworthy of the media. When it comes to reporting the news fully, accurately and fairly, seven in ten (69%) Canadians have 'trust and confidence' (8% a great deal /61% a fair amount) in traditional news media such as newspapers, news magazines, TV and radio news. Conversely, just three in ten (31%) say that don't have 'very much' (27%) trust, or none at all (4%).



Canadians, however, appear to be more skeptical of newer forms of online media, such as blogs and other independent sources of information and commentary, with only four in ten (41%) indicating that they have 'trust and confidence' (4% a great deal/37% a fair amount). The majority (52%) has 'not very much trust and confidence', while few (7%) have 'none at all'.

Thinking about whether or not a bias exists in the news media, only two in ten (20%) believe that the news media are 'too conservative' (20%), while a similar proportion believes that the media are 'too liberal' (18%). Two thirds (62%) of Canadians believe the media are 'just about right'. In fact, when senior government officials deny reports in the national news media and say that the reports are not accurate, most Canadians tend to believe the news media (84%) in these cases, not the government (16%).

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