



**J-SOURCE.CA**

**PROJETJ.CA**

## YEAR IN REVIEW 2008-2009

**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.

### Interactivity

One of our main goals this year was to increase interactivity on the site – getting our audience to engage more with the content. For starters, we increased our profile on social networking sites Facebook and Twitter and built a more robust events calendar. We also started publishing polls on stories that dealt with potentially polarizing issues, to give readers a chance to express their opinions immediately. We also live blogged two key journalism events in Toronto and Halifax. Like many websites, we wrestled with the issue of comments and ultimately reworked our policy to maintain the quality of comments submitted by our readers. All in all, these efforts have helped make the sites more accessible and yet respectful of our standards of quality.



### Exclusive content

As the reputation of the CJP expands through Canada, we are starting to draw high-profile journalists to the site. Bill Gillespie (CBC, featured at right), Kirk LaPointe (*Vancouver Sun*) and Peter Edwards (*Toronto Star*) have all contributed original feature articles. A content-sharing agreement with MediaShift, the PBS’ “guide to the digital media revolution,” has lent us additional credibility. On the investigative reporting front, our behind-the-scenes look at CTV’s decision to air the Dion interview proved that we can report as well as aggregate.



### Special sections

The CJP reflects a wide range of journalism issues, but when big stories break the team steps up its efforts. Our special “Election Coverage” section tracked the media’s response from small-town newspapers to national networks, and finished with a provocative 5-part article documenting the results. Our 2008 retrospective “Newsperson of the Year” article went viral, as readers were encouraged to nominate then vote on their pick for Canadian newspaper of the year. Once all the votes were in and Kenneth Whyte was named the winner, we offered an exclusive audio interview with the *Macleans* magazine publisher.



### ProjetJ

Au cours des derniers mois, un effort de ramifications a été amorcé pour déployer le site sur Facebook, sur Twitter, par la publication d'une infolettre et de collaborations plus soutenues avec le magazine Le Trente, publié avec le soutien de la Fédération professionnelle des journalistes du Québec. ProjetJ intègre également des entrevues audio, réalisées sur des sujets chauds de l'actualité médiatiques. Depuis janvier 2009, une certaine effervescence s'est emparée de l'équipe de rédaction de ProjetJ qui a développé et qui continue de promouvoir le site.



Analyses, débats,  
réflexions,  
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