



J-SOURCE.CA

PROJETJ.CA

YEAR IN REVIEW 2009-2010

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.

These are some highlights from the last year.

MORE COLLABORATION



Our core team of contributors and editors has grown significantly. It used to be that we went looking for contributors with our hat in our hands -- now, they come to us with ideas and enthusiasm. We received unsolicited offers of columns from **Susan Reisler** (formerly CBC) who fondly remembered reporting on Ted Kennedy Sr., and **Sue Montgomery** and **Phil Carpenter** (*Montreal Gazette*), who were compelled to recount their tale of reporting from Haiti.

The **Canadian Journalists for Free Expression** (CJFE) now uses J-Source as its forum for public discourse, joining a long list of **J-Topics** contributing editors who manage niche sections of J-Source.

The CJP invested in a work study position through **Ryerson** which earned us 15h/week of time for our Students' Lounge editor Melissa Wilson to dedicate to the site. The investment has paid off, as her regularly updated and oft-visited **Canadian journalism internships guide** regularly appears in our top 10 pages month after month.

MORE FEATURES

Over the past year we have been fine-tuning our successful model, seeking to bring more original content to J-Source. Building on our successful "Newsperson of the Year" award in 2008, J-Source introduced its **Integrity Award** for 2009. Various individuals and institutions were nominated by the readers, and a panel of J-Source editors voted on the winner. J-Source was very pleased to announce **CHEK-TV Newsroom** as the winner of the first Integrity Award, and to feature a video interview with station manager Rob Germain.

Field Notes editor Larry Cornies and Ideas editor Janice Neil (now the Editor-in-Chief of J-Source) regularly commissioned articles from high-profile writers (written on a volunteer basis), including **John Goddard** and **Michelle Shephard** (*Toronto Star*), **Jim Van Horne** (TSN sports broadcaster) and **David Estok** (former *Hamilton Spectator* editor) to name a few.

news director Rob Germain about the employee takeover and how the station has changed since.



Interview: Rob Germain, news director CHEK NEWS from J-Source on Vimeo.

MORE EXPOSURE



With its **2010 Olympic Coverage**, J-Source became a go-to place for news and commentary about coverage of the Vancouver Olympics. It was mentioned on the CBC Radio program **The Current** and in local Vancouver papers the *Nanaimo Daily News* and *Victoria Times-Colonist*.

A column from sports journalist **Lorne Rubenstein** on **Tiger Woods's relationship with golf media** brought worldwide attention to J-Source, with the article being referenced by a dozen sports-related and "quotable quotes" sites.

Other linked mentions of J-Source content appeared in *Maclean's*, *The Varsity* and the **Knight Center** in Texas.

MORE READERS

Not only are more people following J-Source, they're getting more and more engaged with the site. **J-Source is now the number one journalism news and commentary site in Canada**, and even beats out a few of its American competitors on their own turf. Our **Twitter** followers grew by 8% every month on average from April 2009 to April 2010, and our **newsletter subscribers** also grew by 10% on average over that same period. And the number of **reader comments** received during that time makes up about half of all reader comments received since we launched in May 2007.



PROJETJ

The French sister-site of J-Source.ca -- **ProjetJ.ca** -- saw some important developments over the past year as well.



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The site made a big splash at the annual **FPJQ conference** in November, covering and Tweeting the event. Not only did the coverage broaden ProjetJ's audience, it elicited lots of comments on the site and reinforced ProjetJ's role in the online French journalism community. The FPJQ has been a collaborator and supporter of ProjetJ since its first year.

To maximize its impact on this new, bigger audience (newsletter subscription has increased by 35% since November), ProjetJ **ramped up production of its newsletter** from monthly to semi-monthly. And the number of Twitter followers has increased an average of 33% a month in that time.

One of ProjetJ's biggest claims to fame is undoubtedly its **collection of original audio interviews**, compiled in the **RadioJ** section. Since July, 2009, ProjetJ has posted more than 35 original audio interviews with various media luminaries, including **David Gentile's** take on covering the Space Shuttle Endeavour launch, Radio-Canada's **Jean-Hugues Roy** on his month in Haiti and NDP party leader **Jack Layton's** views on media concentration and its effect on democracy in Canada... in French.