

CJF PROGRAMMING



YEAR IN REVIEW 2008-2009

Through our **LIVE EVENTS**, both media and non-media experts share information, exchange perspectives, and debate ethics and values. New and essential channels open between media and other sectors, and each gains an understanding of the realities that drive the other's policies and practices.

2008/2009 SEASON IN REVIEW

WHERE/WHEN	DESCRIPTION	
TORONTO 2009/05/26 6:30 p.m. Robert Gill Theatre, University of Toronto 214 College St.	The Media and Wrongful Conviction Lawyer James Lockyer , involved in the cases of David Milgaard, Guy Paul Morin and Robert Baltovich among others, discusses the relationship between the media and wrongful conviction.	
TORONTO 2009/04/21 6:30 p.m. George Ignatieff Theatre, University of Toronto 15 Devonshire Place	Kidnapped, Threatened, Under Fire: Three journalists confront the realities of reporting in conflict zones We get the inside scoop from three reporters who've been there and back: Mellissa Fung, Lisa LaFlamme and Graeme Smith discuss their experiences reporting in conflict zones.	
TORONTO 2009/03/23 6:00 p.m. Munk Centre for International Studies, University of Toronto	Democracy and Journalism: The View from the Front For our second event in the "Democracy and Journalism" series in collaboration with the Munk Centre for International Studies at the University of Toronto, we welcome Lt.-Gen. Andrew Leslie, Chief of Land Staff of the Canadian Forces, to speak on the relationship between democracy and journalism from a military perspective.	
TORONTO 2009/02/17 6:30 p.m. Innis Town Hall, University of Toronto 2 Sussex Ave.	Tony Burman on Al Jazeera Sixteen months after leaving CBC News as editor-in-chief and moving to Doha, Qatar, as Managing Director of the Al Jazeera English network, Tony Burman has landed back in the lap of controversy. Find out why, plus the inside story of Al Jazeera's exclusive coverage of the Gaza crisis and plans for reshaping the service and the future of journalism in the Middle East. Sponsored by CNW Group	
TORONTO 2009/01/29 6:30 p.m. Victoria College Chapel, University of Toronto 91 Charles St. W	High-level leaks and undisclosed sources: The case of Maher Arar and lapsed media ethics Maher Arar will talk frankly about the media's role in his rendition, his release and his current quest for accountability, followed by a panel discussion featuring Arar and Kerry Pither, author of <i>Dark Days: The Story of Four Canadians Tortured in the Name of Fighting Terror</i> , CBC News security correspondent Bill Gillespie and former <i>Globe and Mail</i> security correspondent Jeff Sallot. Moderated by Hugh	

WHERE/WHEN	DESCRIPTION	
	Winsor. Sponsored by <u>Waste Management Canada.</u>	
<p>TORONTO 2008/11/06 6:30 p.m. The MaRS Centre, CR-3 101 College St.</p>	<p>The Power of the Polls: Do They Lead or Follow Events? Poll results provided such an inexhaustible supply of news stories and fodder for commentaries, candidates and their platforms seemed to disappear at times in the blizzard (or fog) of polling coverage. In the wake of both the Canadian and U.S. elections, our expert panel discusses the effect opinion polls may or may not have had on the outcomes, and the role of the media in elections and democracy. Sponsored by <u>Waste Management Canada.</u></p>	
<p>TORONTO 2008/10/15 6:30 p.m. Robert Gill Theatre, 214 College St. (entrance on St. George)</p>	<p>The Greatest Canadian Media Failure of the Century: Reporting on Aboriginal Issues There have been some excellent special reports, stunning revelations and no shortage of accusations on the media's part. So why does coverage invariably stop after a flurry of reports on a single issue? Where's the follow-up, the demand for accountability and sustainable change? Our expert panel takes on this topic.</p>	



J-SOURCE.CA

PROJETJ.CA

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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.



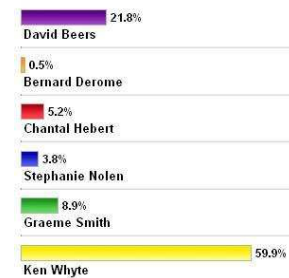
Exclusive content

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,
ressources

OBSERVATOIRE
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